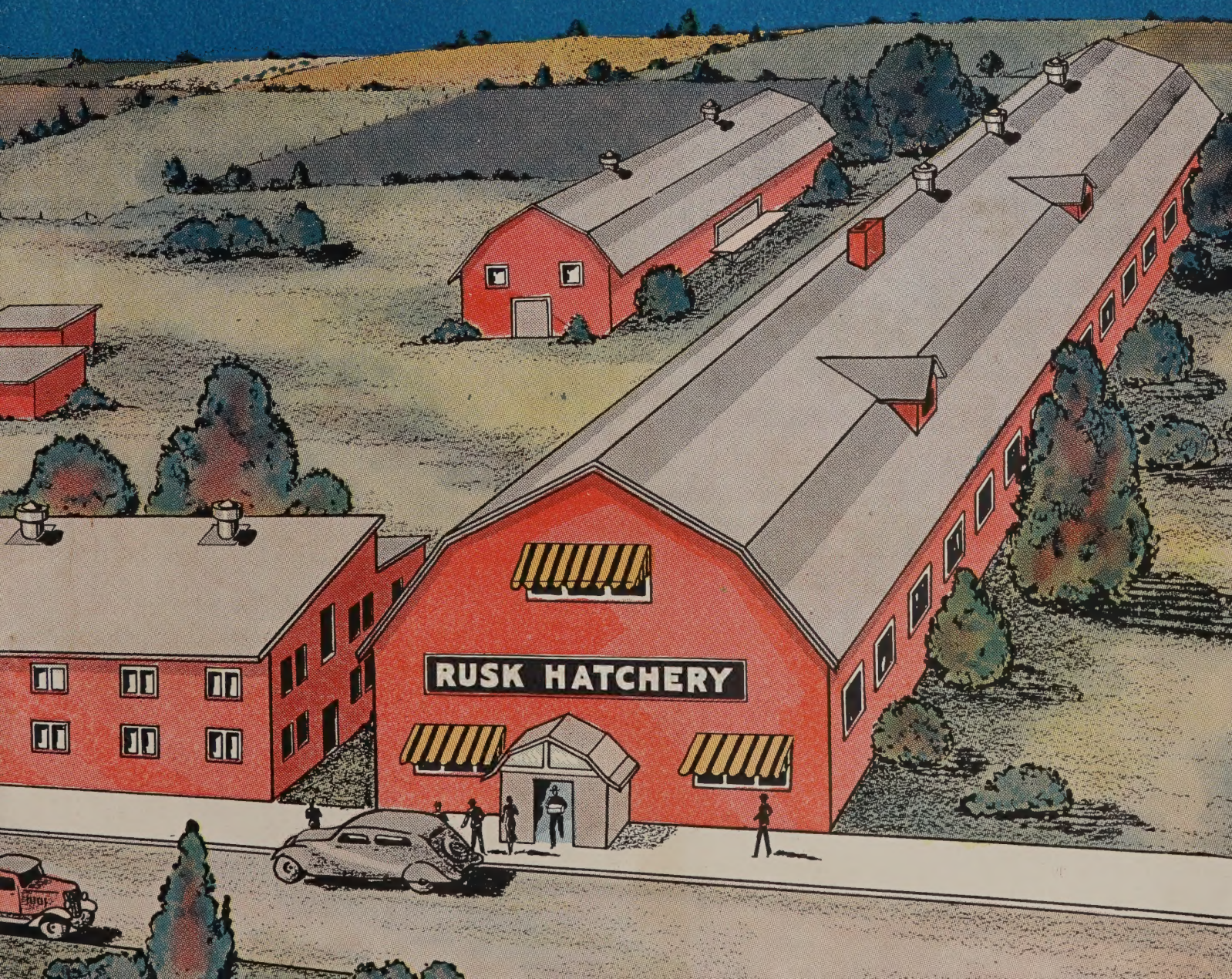


RUSK

Poultry Farm

and Hatcheru

WINDSOR, MISSOURI.



Rusk's Golden Buff Minorcas



Big As Rocks and Reds—Lay Top-of-Market Eggs

Rusk's Golden Buff Minorcas reach 2-pound size on less feed and less time than any breed of this class. They are ready for the early high-priced market quicker, and require less expense to raise as broilers. They weigh just like Barred Rocks and Reds when you go to sell them.

Rusk's Golden Buff Minorcas mature quicker as layers, and gain two to six weeks laying time the first year over other heavy breeds. This means more than a dozen eggs per hen for the year—often two dozen eggs per hen extra.

The Minorca lays the largest egg of any chicken in its class. Not uncommon to have eggs that average 30 and 32 ounces to the dozen.

Rusk's Golden Buff Minorca eggs are white shelled. On account of heavy weight, extra size and white color, these eggs command a premium in most markets.

Rusk's Golden Buff Minorcas are a rare breed. They are not like common chickens which can be found everywhere. Their beauty and heavy money-making qualities create a demand for them wherever they are found. Selling hatching eggs, chicks and stock has been a profitable business for customers who can offer pure Rusk Golden Buff Minorcas.

**Get the Complete Information on This Great Money-Making Breed on Pages 24 to 28 of This Catalog.
Decide to Increase Your Poultry Profits This Year With Rusk's Golden Buff Minorcas.**

Rusk Poultry Farm

and Hatchery

PRESENTS

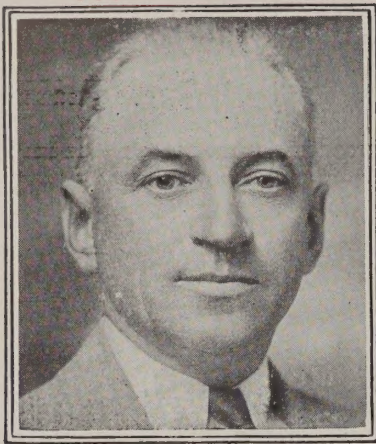
The 7 Point Rusk Method Controlling the Production of **Rusk's Reliable Chicks**

●
**Sexed Straight Breed Day-Old
Chicks ... 90% Accuracy Guaranteed**

●
**Started Chicks Sexed or
Non-Sexed Scientifically Brooded by an
Acknowledged Leader**

●
**The Completed Reports From Rusk's
1934 Chick Growing Contest**

●
**A Year Around Service Department and
Approved Brooders, Feed and Remedies**



E.L. RUSK

I Am Proud to Send You This Catalog Showing Exactly How We Produce Rusk's Reliable Chicks

Mr. and Mrs. Poultry Raiser,
Everywhere.

Dear Friends:

The planning of our catalog is one of the tasks to which all of us here give our serious and careful attention.

We owe it to you to make this catalog tell you completely, clearly and honestly how we produce Rusk's Reliable Chicks. We want it to be such a clear, straightforward statement in words and pictures of how we operate and of the services we offer that, what we do and how we do it, will be as plain as though you were here to see for yourselves.

If we could talk with you personally here in our office, we would say exactly the same things about our chicks and service that we are telling you in this catalog. We wish that we could show you the farm, the buildings, the equipment and the actual performance of each one of the steps in the production of Rusk's Reliable Chicks.

We have prepared this catalog with the thought that any one or all of you might visit us at any time. We have prepared it with the hope that some time every one of you can visit us. We know that if you do that you will find proof for every picture, description or statement made in this catalog.

Every one of us is proud of the record made by owners of Rusk's Reliable Chicks during the past year. Actual reports from this record are shown on page 42. These reports are but further proof that the Rusk Method produces chicks that have the vigor, livability, early maturity and breeding to produce poultry profits under actual farm conditions in every State in the Union.

We hope that you will study our catalog. Whatever your chick requirements may be, you can be served by this one organization. And, Friends, every one of us pledge you our personal attention to your order and your complete satisfaction.

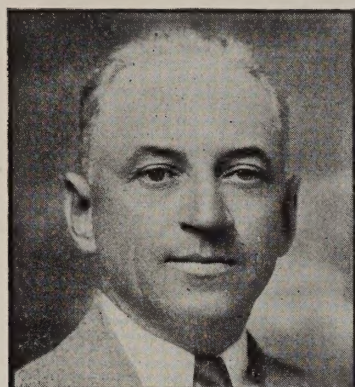
Sincerely yours,

E.L. Rusk

P. S. The words "our flocks" appearing in this catalog mean only those flocks under the control of the 7 Point Rusk Method explained on pages 7 to 16.

A Close-up of the Official Family at Rusk Poultry Farm and Hatchery

Unfortunately, we cannot meet all of you personally. We know from our own experience that we welcome the opportunity to know what the people we are doing business with look like. So, we are taking this means of introducing ourselves to you.



E. L. Rusk

E. L. Rusk is our president and general manager. Mr. Rusk is now in his 33rd year of practical poultry experience. He is on the job, early and late, working with our flocks and perfecting our hatching and brooding plants.

If you like poultry, then you and E. L. Rusk talk the same language. He is in the business because he likes it better than any other in this wide world. And because he likes, studies it and works long hours at it, he has succeeded in developing chicks that have earned the high regard of thousands of successful poultry raisers in every State in the Union and many foreign countries.

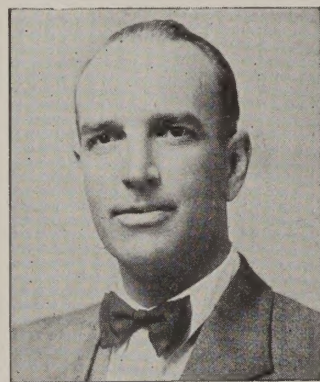
Mrs. E. L. Rusk assists her husband by continually keeping before him the viewpoint of the thousands of women who raise poultry.



Mrs. E. L. Rusk

I. G. Walters is vice-president and sales manager. Mr. Walters is right-hand man to Mr. Rusk in the production of Rusk's Reliable Chicks. The advertising and sale of Rusk's Chicks is the particular responsibility of Mr. Walters. Your letters receive the personal attention of Mr. Walters and Mr. Rusk.

Mrs. I. G. Walters is the secretary and the member of the organization who personally supervises the booking and shipping of your order. Mrs. Walters works closely with Mr. Rusk and Mr. Walters in planning the production schedule so that your chicks will be ready for shipment when you want them.



I. G. Walters

Mrs. P. M. Rusk is the treasurer and officer in charge of the financial and accounting department. Mrs. Rusk keeps the records and among her many duties pays thousands of dollars each year for the high premium eggs supplied by the carefully supervised flocks from which Rusk's Reliable Chicks are hatched.

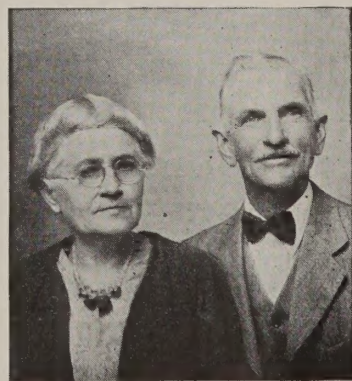


Mrs. P. M. Rusk

Mr. and Mrs. D. W. Rusk, parents of Mrs. Walters and E. L. Rusk. They live in the farm home and actively manage the farm operations. They are greatly interested in the thousands of farm people, just like themselves, who each year find Rusk's Reliable Chicks a sound poultry investment.



Mrs. I. G. Walters



Father and Mother Rusk

YOUR COMPLETE SATISFACTION IS THE RESPONSIBILITY OF EACH ONE OF US

THE RUSK ORGANIZATION

Trained and Interested In Serving You



IT WAS quite a task to get operations to stop long enough to take the picture shown above.

Every man and woman shown in the picture has a particular job to perform incident to the efficient production, sale and shipment of Rusk's Reliable Chicks.

We are proud of this large family of trained employees, each one of them loyal to this organization and the best interests of the thousands of poultry raisers who each year send their valued order to Rusk Poultry Farm and Hatchery.

Part of the employees shown in this picture comprise the staff of highly skilled office people who handle your correspondence and orders. They are under the immediate supervision of the officers of the company.

Whatever the particular work assigned to these employees, each one is interested in doing his own job so that you will be more than pleased with Rusk's Reliable Chicks and Rusk Service.

RUSK'S FREE SERVICE DEPARTMENT

Our Service Department is becoming each year more valuable to our customers.

In this department we answer thousands of questions each year that are submitted to us by poultry raisers. These questions cover a wide range of subjects related to the poultry business: proper feeding, housing, health, breeding, and a host more.

The Service Department is under the personal management of E. L. Rusk and I. G. Walters, both

of whom are glad to give you the benefit of their experience and study to the end that they may help you make your poultry raising more profitable. Feel free to write us at any time regarding your poultry. Rusk Poultry Farm and Hatchery is operated every day in the year and your letter will receive our prompt and careful attention.

We want you to succeed in the poultry business and we know that with Rusk's Reliable Chicks you can.

SEE PAGES 7 TO 16 FOR THE 7-POINT RUSK METHOD

We Produce Rusk's Reliable Chicks On This 600-Acre Farm



Looking from the general farm buildings toward the Rusk Poultry Farm and hatchery buildings.

HERE in this beautiful setting on 600 acres of gently rolling bluegrass farm land, we have assembled the modern hatchery and brooding equipment that today produces Rusk's Reliable Chicks.

It was on this same farm that E. L. Rusk started thirty-three years ago as a poultry breeder. In the year 1921, he was joined by his brother, P. M. Rusk, a partnership being formed. By hard work, efficient management and the determination to produce only the finest quality of chicks, they developed the business steadily.

Since the untimely passing of P. M. Rusk in 1928, the business has been carried on by the officers to whom we introduced you on page three.

Every Illustration . . . Every Letter

Every illustration in this catalog is from a photograph or a drawing of an actual Rusk Poultry Farm and Hatchery subject. There are no stock cuts used in this catalog on any page. The illustrations of the birds are from photographs that we have had taken of birds actually in our flocks.

We have the originals of every letter shown in this catalog. We realize that every poultry raiser cannot have the same excellent results that are shown by these letters unless they take the same care of Rusk's Reliable Chicks that made these results possible.

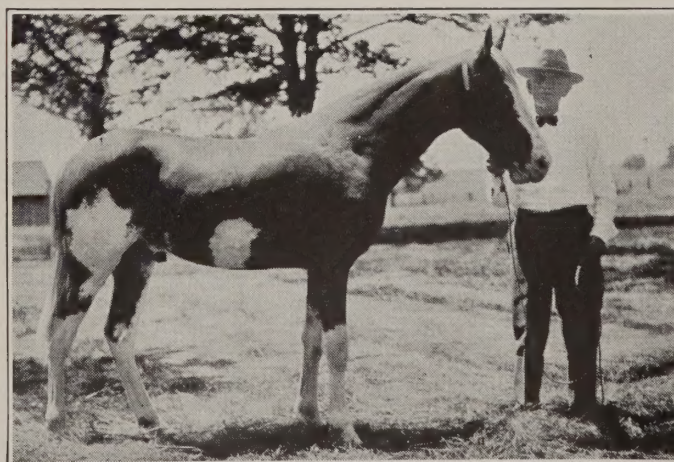
We want you to know that we have prepared this catalog to give you a true and complete story in words and pictures of exactly how we produce Rusk's Reliable Chicks and of the records that they make in the hands of practical poultry raisers.

The wide bluegrass ranges, fresh air and pure water of this farm offer the ideal environment for the production of healthy baby chicks, a product which themselves are native to the farm.

We also believe that our location on the farm assists us in fully retaining the viewpoint of the farmer and the practical poultry raiser.

In our flock work and breeding we are selecting breeding stock that has demonstrated its ability to consistently produce under actual farm conditions.

We know that here we have the finest equipment that money can buy for the breeding, hatching and brooding of day-old and started chicks. In addition to these broad acres and this equipment, we are proud of our record of quality production and fair dealing with thousands of successful poultry raisers.



Father Rusk and a colt of which he is mighty proud.

WIN A BIG CASH PRIZE IN RUSK'S \$1,000.00 LETTER WRITING CONTEST

You Are Always Welcome at Rusk's

We Want You to See How We Produce Rusk's Reliable Chicks



The Rusk Farm home looking from the Rusk Poultry Farm and Hatchery building just across the road.

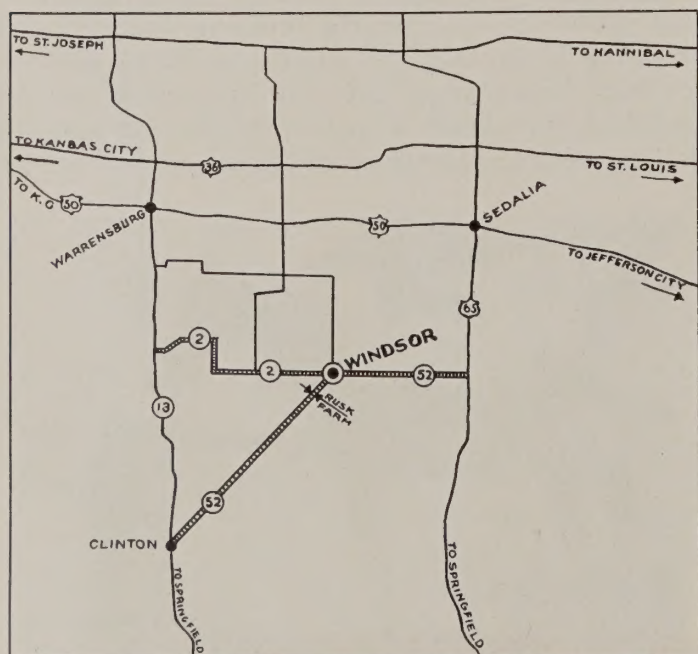
THE RUSK POULTRY FARM AND HATCHERY is easy to visit and interesting to visit. Nothing pleases E. L. Rusk or Mr. Walters and the rest of the staff more than lots of visitors. If you are a poultry raiser or if you just like chicks, stop in any time. Possibly you have visited a lot of hatcheries. Each one is different and it is those differences in organization, equipment and plant, methods and ideals, that account for the differences in the quality of the product that you get when you order chicks.

Everyone is enthusiastic about his job. E. L. Rusk knows poultry and instinctively likes them. He has

built around himself an organization that has the same natural inclination for the breeding, hatching and brooding of chicks. This organization has reinforced its natural liking for chicks with study, attendance at poultry schools and practical work in blood testing, culling and all of the other phases of the hatchery business.

We are sure that you will be impressed by the orderliness, the absolute cleanliness and the efficiency that characterizes the plant.

You can easily find Rusk Poultry Farm and Hatchery, on Missouri Highway No. 52, two and one-half miles southwest of Windsor, Missouri, and fifteen miles northeast of Clinton, Missouri. The map above shows the location of Windsor in relation to Kansas City and other cities in this territory.



Just 2½ miles southwest of Windsor on Highway 52—
Plenty of parking space.

From One of Our Many Visitors

"ARISTOCRAT" Barred Plymouth Rocks

W. D. HOLTERMAN, Fancier
Fort Wayne, Indiana, U. S. A.

Rusk Poultry Farms,
Windsor, Mo.

Dear Mr. Rusk:

On page 12 of the October Hatchery Tribune there appears an article entitled: "I Often Think of Peter Hansen," which recalled vividly to my mind our visit to your place, Mr. Rusk. During this past season I have visited a good many hatcheries and found almost all of them in fair to good condition as regards cleanliness, but not a one impressed me quite so much in this respect as your hatchery. It was so spick and span and clean, so bright, so cheerful, that it was a decided pleasure to be in your plant and to inspect it. . . .

With best wishes to yourself and your fine business, I am,

Very truly yours,

W. D. HOLTERMAN.

READ ABOUT RUSK'S SEXED CHICKS ON PAGES 16 AND 17

The **7** Point

Rusk Method

of Producing Rusk's Reliable Chicks

Every one of the Seven Points in the Rusk Method is an actual step in the production of Rusk's Reliable Chicks.

These Seven Points have been developed out of thirty-three years of experience in the breeding of poultry and the production of baby chicks.



The Sign of
Quality . . .

On the following nine pages, each one of these Seven Points is explained in detail.

We submit to you the Rusk Method as one of the most comprehensive programs that has ever been developed for the control of baby chick quality and earning power.

- 1** Rusk's Breeding Program
- 2** Blood Testing for Eleven Years
- 3** Culling by Licensed Missouri Inspectors
- 4** Feeding Flocks Balanced Ration
- 5** Hatching Scientifically Controlled.
Eggs Must Average Not Less Than
23 Ounces Per Dozen. All Hatches
Carefully Graded
- 6** Brooder Testing Chicks for Livability
- 7** Protecting Chick Health by Sanitation

**SEE PAGES 8 TO 16 FOR DETAILS
ABOUT EACH OF THESE SEVEN POINTS**

Rusk's Breeding Program Based on 20,000 Trapnested Breeding Hens



The eggs from 20,000 trapnested breeding hens are trayed for the incubators with the hen's trapnest record directly before the trayer.

THE starting point of Rusk's breeding program is the trapnest. The operation of this device is simple and sure. The hen enters the nest, the trap-door closes and the hen cannot leave the nest until an attendant opens the door and takes her out. This enables the attendant to record the leg band number of the hen on the egg she has laid and to record that fact under the proper date on the trapnest chart.

During thirty-three years of poultry experience we have carefully analyzed the trapnest records of thousands of hens. These hens have included both our AAAA foundation stock breeding hens that are trapnested 365 days in the year and others trapnested for the months of February, March and April. We have found that a hen showing an annual trapnest record of 200 eggs or more will almost invariably show a trapnest record of 20 or more eggs per month for the months of February, March and April.

These conclusions show us that it is unnecessary and unduly expensive to trapnest the year around

POINT I RUSK METHOD

in order to determine a hen's rate and cycle of laying or the color and size of her eggs. We have found that by trapnesting during the months of February, March and April that we obtain complete and accurate information regarding the egg-laying ability of every hen being trapnested.

Hens that do not show long laying cycles, or the proper number of eggs, are eliminated and are no longer used as breeding stock. If the color and texture of their eggs is not exactly right they are eliminated. What is also of great importance, their eggs must average 23 ounces per dozen or more.

That is the lowest average weight per dozen that we will accept for hatching in any grade of Rusk's Reliable Chicks. In this manner, we have bred the ability to produce big eggs, the kind that weigh the most and produce the biggest poultry income for you. We actually set eggs weighing up to 30 ounces per dozen.

When you buy Rusk's Reliable Chicks, you are buying chicks from a firm with an advanced and scientific breeding program.

RUSK'S BREEDING PROGRAM BASED ON THIRTY-THREE YEARS OF POULTRY EXPERIENCE

How We Keep the Records on 20,000 Trapnested Breeding Hens

When the eggs from the trapnested hens are gathered, the flock managers mark on the large end of the egg the leg band number of the hen that has laid the egg in the trapnest.

The leg band number of each hen is shown on a trapnest chart which shows a column for each day

in the month. After all of the eggs laid by a flock have been gathered for one day, then the record for each hen for that day is marked on the chart. This chart is then delivered to our plant each month as the actual trapnest performance record of each of these hens.

23+ ... 20+

The charts are placed before the men who tray the eggs. These charts are the large record cards that are shown in front of the men in the illustration at the left.

The leg band number of the hen is shown on every egg that she has laid. The number of eggs that she has laid for the month is shown by the

chart. If she has laid 23 or more eggs per month, her eggs are placed with those of other hens that have laid 23 or more eggs per month in the tray marked 23+. The eggs laid by hens laying 20 or more eggs per month are shown by the chart and are trayed accordingly. The eggs are then placed in the incubator and hatched exactly as they are trayed.

Grade AAAA Foundation Stock the Breeding Basis for Rusk's Reliable Chicks in All Grades

Our Grade AAAA stock, which we do not offer for sale, is our foundation stock. The females in this breeding stock are trapnested 365 days in the year and have year-around trapnest records up to 271 eggs. The males heading this stock are out of dams with records up to 337 eggs.

In addition to the egg records of our AAAA stock, they are most carefully selected for exactness to type, plumage, size and vigor.

We are constantly adding high record blood to our Grade AAAA stock, which is used as the foundation for the production of cockerels heading our AAA flocks.

The females in our Grade AAA flocks are trapnested 90 to 120 days every year. Their rate and cycle of laying and the quality, color and size of egg laid is carefully checked by the trapnest record. Birds not showing the proper number, cycle of laying or quality and size of eggs are eliminated.

Chicks from hens with these trapnest records mated to cockerels out of our AAAA foundation stock offer you an unusual opportunity for securing breeding stock and for increasing poultry profits and year-around income.

The cockerels heading our AA flocks are directly out of our AAA hens that have shown a trapnest record for the months of February, March and

April of 23 or more eggs per month. We find that almost invariably those hens which we trapnest 365 days a year and lay 200 eggs or more annually, lay 20 or more eggs each month during February, March and April. The strong, vigorous cockerels selected to head our AA flocks transmit their inherited egg-laying ability to our Grade AA Chicks. Those chicks every year prove their dependable producing qualities to thousands of successful poultry raisers.

The hens in our AA flocks are carefully selected for their egg-laying ability, vigor and conformity to the Standard of Perfection. In our culling work egg capacity, size, shape of the body and the physical characteristics that make for egg-laying ability are carefully examined. Only hens meeting our rigid requirements are admitted into our Grade AA flocks.

The cockerels heading our A flocks are choice quality birds from our AA Grade matings. The hens in these flocks are high grade, standard type birds that have been carefully selected through rigid culling for type and egg capacity.

Rusk's breeding program is a tried and proved method of distributing through all the flocks, by grades, the blood of our AAAA foundation stock. It is this program which is rigidly followed that insures the quality of Rusk's Reliable Chicks.

Rusk Is a Pioneer in Blood Testing Every Bird in Every Flock



E. L. Rusk and Flock Managers on the left of picture, with the Rusk Poultry Farm and Hatchery blood testing and culling crew in action.

THE picture above is an actual scene that is enacted each year on the farms of every Rusk Poultry Farm and Hatchery flock manager. The blood testing and culling work is done by a thoroughly trained crew under the personal supervision of E. L. Rusk, Licensed State Inspector.

Four months' steady work is required each year for Mr. Rusk and this crew to inspect, cull and blood test the more than 400 flocks from which are selected the breeding stock for Rusk's Reliable Chicks.

POINT 2 RUSK METHOD

Rusk uses the Stained Antigen Rapid Whole Blood Test for the eradication of B. W. D. This test was last made in the fall of 1934 by licensed inspectors approved by the Missouri Hatchery Board.

This method of blood testing is approved by the United States Department of Poultry Husbandry. Every reactor to this test must be and is immediately removed from the flock and from the place entirely. This is an essential part of the Rusk Method and receives the full co-operation and endorsement of every Rusk flock manager.

Eleven Consecutive Years . . . Smallest Percentage in Our History

This is the eleventh consecutive year in which Rusk has blood tested every bird in every flock producing Rusk's Reliable Chicks. The actual record for the 1934 blood test showed the smallest number of reactors, or birds infected with B. W. D., in the entire history of Rusk blood testing. This proved

that B. W. D. can be eradicated and that blood testing does produce healthier, stronger birds.

This Point 2 is one of the most important features of the Rusk Method of producing healthy, vigorous, early maturing chicks that have the stamina to live and produce a profit for you.

RUSK HAS BLOOD TESTED EVERY BREEDER FOR ELEVEN CONSECUTIVE YEARS

Rusk Flocks Are Rigidly Culled by Licensed Inspectors for Missouri Hatchery Board



E. L. RUSK

To Whom It May Concern:

This is to certify that the breeding flocks of the Rusk Poultry Farm and Hatchery have been handled under my supervision, and that all undesirable birds have been removed from the flocks.

Each bird has been carefully inspected, culled and blood tested. Every breeder is true to type in color and body formation, and our inspectors have found every bird left in our breeding flocks to be free from all marks of disqualification, as set forth by the Standard of Perfection.

The more than 65,000 breeders that have been inspected for the Rusk Poultry Farm and Hatchery this season are the choice of over 90,000 birds handled. These 65,000 choice breeders, mated to high grade cockerels, are the high quality parent flocks from which Rusk's Reliable Chicks are produced for this and every season.

E. L. RUSK { *Licensed State Inspector for Missouri
Hatchery Board.*

PPOINT 3 in the Rusk Method is one that receives the particularly close attention of E. L. Rusk. The culling and selection of the breeders producing Rusk's Reliable Chicks is a matter of vital importance in determining the perfection of type, vitality and producing ability of Rusk's Chicks.

Every bird is closely examined for disqualifications. The head, the shape of the body, egg capacity and the color are carefully inspected. The color of the legs and feet, the plumage and the under-color are noted.

Every bird selected as a breeder must meet the requirements of the Standard of Perfection and of Rusk Poultry Farm and Hatchery. Birds failing to meet these requirements must be disposed of immediately and removed from the flock.



Because of the high requirements that have been maintained by E. L. Rusk for thirty-three years, Rusk's Reliable Chicks have the conformity to the Standard of Perfection and the rugged vigor and long distance laying ability that will make them a sound investment for you.

One thought is always in mind at Rusk Poultry Farm and Hatchery: the production of chicks that will mature quickly and surely and that will then produce high individual and flock averages under actual farm weather, housing and feeding conditions. Those are the sterling qualities that are bred into Rusk's Reliable Chicks.



I. G. Walters supervising the blood testing and culling of a Rusk flock.

CREDENTIALS

This certifies that E. L. Rusk
has passed an examination for Blood Testing and is qualified
to blood test flocks for Accredited Hatcheries under the
direction of the Missouri Accredited Hatchery Board.

This credential expires OCT 1 - 1936

MISSOURI HATCHERY BOARD

W. G. Church
President.

(SEAL)

J. W. Crosby
Secretary.

LARGE EGG CAPACITY IS A REQUIREMENT FOR EVERY RUSK BREEDING HEN

Rusk Flocks Fed a Balanced Ration Produce Stronger, Earlier Maturing Chicks

In our work with our flocks we have constantly emphasized the importance of proper feeding. We know that the eggs from which chicks are hatched must have the right food elements if the chicks are to have the proper size, strength and the rugged

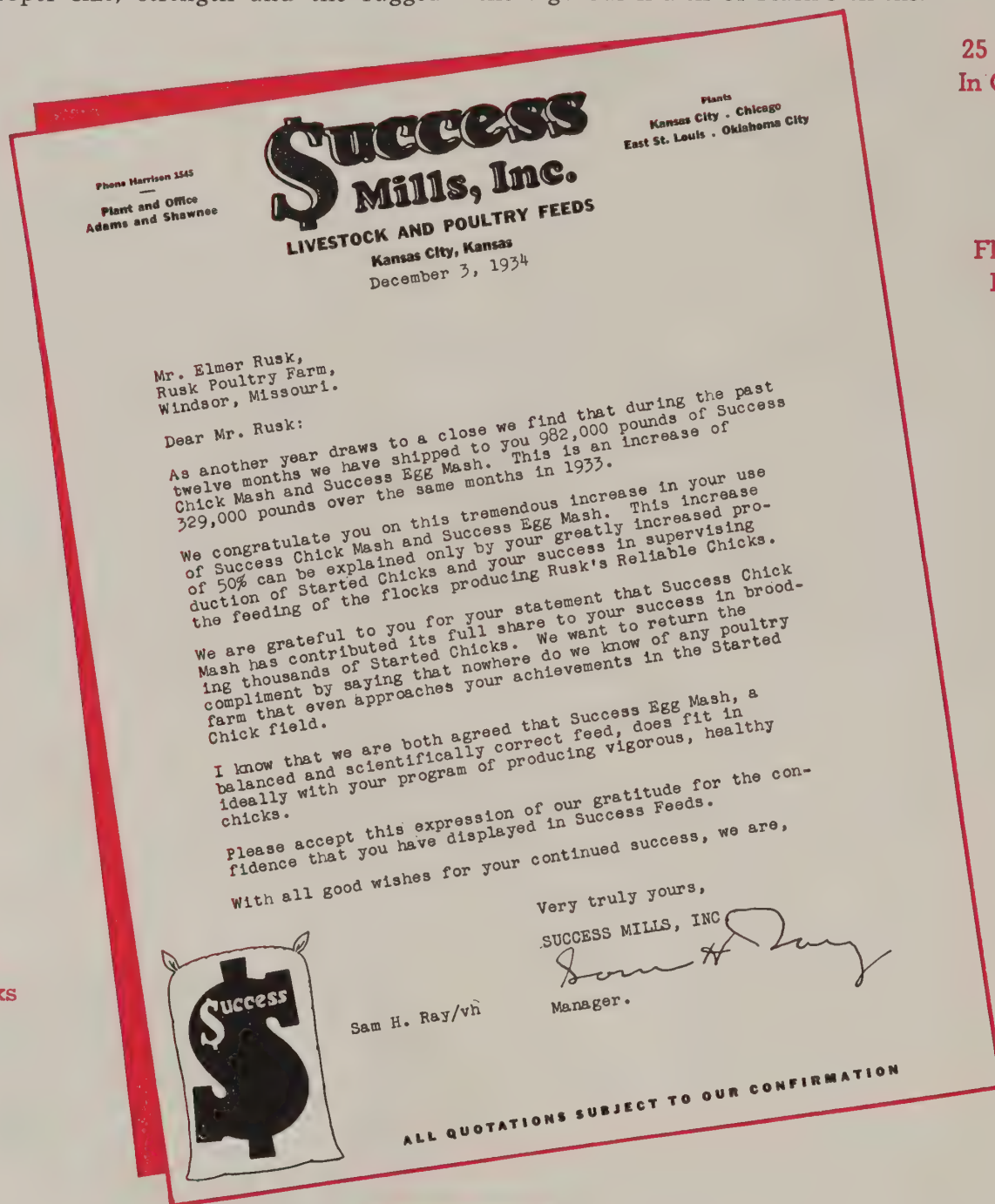
health that insures livability, early maturity and consistent production. The letter below is evidence of the large scale work we are doing in properly feeding our flocks. The results can be clearly seen in the vigorous health of Rusk's chicks.

25 Carloads
In One Year

Flocks Fed
Balanced
Rations

Increased
Production of
Started Chicks

Properly Fed
Flocks Produce
Healthier Chicks



POINT
4
RUSK
METHOD

The proper feeding of flocks, Point 4 in the Rusk Method, has proved its importance. By a year around program of careful supervision of the feeding of our flocks, and through the intelligent co-operation

of our flock managers, we have gained the additional control over the health of Rusk's Reliable Chicks that makes for stronger, quicker maturing, better producing birds. That means profits for you.

SEE THE SPECIAL CHICK CONCENTRATE OFFER ON PAGE 43.

Rusk Reliable Chicks Are Hatched in Scientifically Controlled Equipment



Interior view of the Rusk Hatchery, showing Mr. and Mrs. I. G. Walters supervising the shipment of Rusk's Reliable Chicks

IN PRESENTING to you, Point No. 5 in the Rusk Method of producing Rusk's Reliable Chicks, we are showing you an inside view of our modern hatchery building. The outside of the hatchery building is clearly shown on the cover and in the illustration on page 5.

We believe that you are particularly interested in seeing exactly where and in what kind of equipment Rusk's Reliable Chicks are produced.

The mammoth Smith electrically operated incubators are clearly shown in the picture at the top of this page. These incubators are the finest that have

**POINT
5
RUSK
METHOD**

yet been produced for the scientifically correct hatching of baby chicks.

They control the movement of air, heat and humidity in exactly the right manner to produce the best results. Our hatching

experts are trained to operate these machines so that the most vigorous and sturdy chicks are hatched.

The incubators, all other equipment and the building are maintained at the peak of operating efficiency and sanitation. The floor, walls and ceiling are kept clean. Every facility is at hand for the scientifically controlled hatching of Rusk's Reliable Chicks.

EVERY RUSK BUILDING HAS BEEN DESIGNED FOR ITS SPECIAL PURPOSE

Rusk Hatching Eggs Must Average 23 Ounces Per Dozen. That Is The Minimum Weight

The hatching eggs producing Rusk's Reliable Chicks must average 23 ounces per dozen. That is the lowest average weight that we will accept for hatching purposes.

In our selection of breeding hens, we eliminate those hens that do not produce eggs averaging at least 23 ounces per dozen. In that manner we are developing through our breeding program the ability to lay big eggs. That is most important to you when you sell your eggs by weight. Your assurance of hens that lay big eggs is based on our selection of hens that lay *only big eggs*.

Before the eggs are placed in the incubators they are graded carefully for weight, size, shape, color and texture. They must meet our high requirements on every one of these points before we will set them.

This is a most important step in Point 5 of the Rusk Method, the scientific control of the hatching process.



Guy Hutsler, who is in charge of egg traying and temperature control. "Guy knows his eggs." Note the difference in the size of the eggs in the tray on the egg case and in the hands.

Rusk Inspectors Carefully Grade Every Hatch Before Shipment to You



Grading newly hatched chicks in the Rusk Hatchery.

There are some chicks in every hatch that do not measure up to our high requirements for Rusk's Reliable Chicks. These chicks are graded out of each hatch and are disposed of. The chicks are graded for size, vigor, color and type as they are taken from the incubators. They are again graded as they are boxed for shipment.

Exactly the same careful grading is followed in selecting day-old chicks for our two-week-old Started Chicks. They are graded before they are put into the brooders and again before they are shipped.

The Rusk Reliable Chicks you receive are the finest that the full operation of the 7 point Rusk Method produces.

THE ABILITY TO LAY BIG EGGS IS AN ESSENTIAL REQUIREMENT OF RUSK HENS

Rusk Tests the Livability of Rusk's Reliable Chicks in This Mammoth Brooding Plant



Here Rusk's chicks are brooder-tested for your protection. 65,000 chicks can be brooded at one time.

PPOINT No. 6 in the Rusk Method is a rigid test of the livability of Rusk's Reliable Chicks. Because of our large brooder plant operations, we are equipped and organized to make this test really show the livability of the chicks at all times throughout the hatching season.

A few chicks from every hatch are placed in our brooder house. Their livability is checked for from one to two weeks. If the chicks from any one of our

POINT 6 RUSK METHOD

flocks is not showing our high requirement for livability, we accept no more eggs from that flock until the condition producing that less than required livability is removed.

We want to emphasize the importance of this test in maintaining the high level of Rusk's Reliable Chick health and livability. The accuracy of the test is based on the efficiency and scientifically correct conditions that we maintain in our brooder house.

A Brooder House That Really Tests

After thirty-three years of experience we have developed a brooder house, with the brooders, controlled temperature, humidity and feeding program that has made us for several years one of the largest and most successful producers of Started Chicks in the United States.

This brooder house is the *proving ground* where we test the livability of Rusk's Reliable Chicks. It is a service that we know increases your satisfaction and your income from your order of Rusk's Reliable Chicks.



A section of battery brooders in the Rusk Brooding Plant

RUSK'S MODERN BROODER PLANT SCIENTIFICALLY TESTS RUSK'S RELIABLE CHICK LIVABILITY

Strictly Sanitary Conditions in Every Building and Piece of Equipment Protects the Health of Rusk's Reliable Chicks



The Scalding Vat Where Our Brooding Equipment is Cleaned and Disinfected. This is But One Step in Our Sanitation Program.

THE maintenance of strict sanitation is Point No. 7 in the Rusk Method of controlling, determining and protecting the health of Rusk's Reliable Chicks.

Sanitation is one of the most important factors in insuring poultry profits. The starting point in our program of sanitation is in our control of Rusk flocks. In addition to our blood testing, we further protect the health of our parent flocks by closely supervising the sanitary conditions in the poultry houses and pens. That care is reflected in the rugged health of Rusk's Reliable Chicks.

Our incubators, hatchery building and brooder houses are constantly being cleaned and maintained in a strictly sanitary condition.

We pride ourselves on the fact that we keep from 60,000 to 70,000 started chicks in our brooder

POINT 7 RUSK METHOD

houses at all times. Such large scale operations would be utterly impossible were it not for the strictest rules regarding sanitary conditions in every piece of equipment and building.

That same effort will return handsome dividends to you. When Rusk's Reliable Chicks are shipped they are the strongest, healthiest birds that our health protection and sanitation can produce. Successful raising of poultry as well as the successful hatching of baby chicks requires clean, sanitary surroundings.

Frequently visitors to Rusk Poultry Farm and Hatchery comment on the cleanliness of our equipment and buildings. Some of them tell us that our plant not only looks clean but that it *smells* clean.

For strong, healthy, early maturing, correctly hatched chicks order Rusk's Reliable Chicks today.

CLEAN BUILDINGS AND EQUIPMENT WILL INCREASE YOUR POULTRY PROFITS

A New Rusk Service!

Straight Breed Day-Old and Two-Week-Old Chicks Sexed by the Japanese Method



SEXED chicks are chicks that have been separated by sexes, that is, the pullets have been separated from the cockerels at one day old, or any time thereafter. Non-sexed chicks are chicks that have not been separated by sexes. They average approximately 50 per cent pullets and 50 per cent cockerels in any hatch.

Over a year ago we saw that the separation of pullets from cockerels at one day old or two weeks old offered poultry raisers a big opportunity for new profits. We immediately began preparations to offer this service to our customers.

The separation of day-old pullets and cockerels has been practiced by the Japanese for twenty-five years. Japan is a crowded country. It is densely populated and land and buildings are at a premium. Every square foot of space must be gainfully used. Because of these crowded conditions, the Japanese were forced to use their land and poultry equipment *intensively*.

In order to conserve space, they successfully developed the science of separating pullets from cockerels at one day old. This enabled them to use their equipment to concentrate on pullet raising or cock-

90%
Accuracy
Guaranteed

erel raising, depending on the season or public demand as reflected by the markets.

Here at Rusk Poultry Farm and Hatchery we could see that there is a need in this country for exactly the same specialization. We could see that a poultry raiser primarily interested in egg production could buy all pullets and be required to order only one-half as many chicks as would be required to get a given number of pullets before they were

separated. Or a poultry raiser could order the total number of chicks that he would buy before they were sexed, thereby using all of his brooding equipment, but devoting that equipment to the sex that he wanted to raise.

Because of its proved success, we adopted the Japanese method of sexing. Results have proved that poultry raisers in America want this service and that we are equipped to render it with absolutely guaranteed satisfaction to our customers.

Our expert in charge of sexing was trained by the World's Expert for 1932 and 1933. He personally sexes and supervises the carefully trained sexers he has selected. We now guarantee 90 per cent accurate separation of the sexes.

USE YOUR BROODER EQUIPMENT THE YEAR AROUND WITH RUSK SEXED CHICKS

The Accuracy of Rusk Day-Old Chick Sexing Brooder Tested

We have repeatedly checked the work of our sexers by putting thousands of day-old chicks of every breed we hatch through our brooder house. We have found that our sexers are averaging better than 95 per cent accuracy. These repeated tests are the basis of our Sexing Guarantee printed in detail on our Price List enclosed.

Why Rusk's Straight Breed Day-Old and Two-Week-Old Chicks Offer You a New Opportunity For Greater Profits

- 1.** You need to order only half the number of chicks that you would otherwise have to order to get the number of pullets or cockerels you want.
- 2.** You can order the same number of chicks you would in non-sexed chicks and thereby use your entire brooding capacity for the sex you want.
- 3.** If you prefer egg production, you can order all pullets in your favorite pure breed.
- 4.** If you prefer meat production for poultry income, you can order all cockerels.
- 5.** By raising sexed pure breeds you can use either the pullets or cockerels for breeding stock.
- 6.** If you want to raise both sexes, you can use your brooding equipment the year around by following your pullets with cockerels for broilers or roasters.
- 7.** Your investment in chicks, equipment, feed and your time are concentrated in producing the kind of poultry income you prefer and which best suits the season of the year and the markets.
- 8.** Pullets develop faster and mature better if not raised with the cockerels. The cockerels are heavier and stronger and their temperament is such that they keep the pullets away from the feed and do not allow the pullets to develop uniformly and naturally.
- 9.** Cockerels develop at a more uniform rate if raised by themselves. Their temperament, size and rate of growth are similar. They will reach any given weight more quickly and uniformly than if brooded with the smaller, less powerful pullets.
- 10.** If you are raising cockerels for meat purposes you can save at least one week's time and feed by brooding the cockerels without the pullets, which require more time to gain a certain weight.
- 11.** By ordering sexed day or two weeks' old chicks, your chicks receiving another grading and culling by the sexer. Every chick must be individually examined and must measure up in every detail to the Rusk requirements for chick health, size and exactness to type.
- 12.** Rusk's sexed day-old or two weeks' old chicks are Rusk's Reliable Chicks, produced by the 7 Point Rusk Method. In either sex, they offer you the qualities of early maturity, breeding for egg and meat production, that means poultry profits for you. That has been the experience of thousands of successful poultry raisers with Rusk's non-sexed day-old and started chicks. Now Rusk offers those same proved qualities in sexed day-old and started chicks to the poultry raisers of America.
- 13.** We guarantee that Rusk's sexed chicks are sexed gently, without instruments, and without injury to the chicks. Rusk's brooder test proves this. Our livability guarantee applies on all sexed chicks.
- 14.** We guarantee 90% accurate separation of the sexes. See the Price List enclosed for our full guarantee.

Rusk's Sexing Service

If you prefer to order both the pullets and cockerels, so that you may raise them separately, we will separate the sexes, either at one-day-old or two-week-old, for 2 cents per chick additional to

our regular prices for non-sexed chicks. The chicks will then be shipped to you in boxes plainly marked showing the sexes. These chicks are fully guaranteed.

RUSK CHICK SEXING IS A PROVED SUCCESS

Rusk Is an Acknowledged Leader in the Production of Started Chicks



One section in Rusk's modern brooding plant where the feed, temperature, humidity and sanitary conditions are scientifically controlled.

RUSK'S were one of the first in the U. S. to offer started chicks—12 years ago. As a pioneer in this business, leading authorities tell us our experience and success stand above all others. Each year we ship hundreds of thousands.

The first and second floors of our brooding plant are entirely devoted to our specially designed battery brooders. These brooders were designed by us and are constructed under our personal supervision. They are planned for proper ventilation, feeding, comfort and sanitation. They are cleaned three times every twenty-four hours.



RUSK STARTED CHICK
ONE WEEK OLD

The air in the brooder house has exactly the right percentage of humidity and the tem-

perature is thermostatically controlled. We can control the temperature in our brooder house so accurately that there can be a variation of ten degrees between both ends of the same room. Exactly the right adjustments in temperature are made throughout the two weeks' brooding period.

Rusk Started Chicks are fed our specially prepared balanced feed. The basic elements in this feed are offered to you as a part of Rusk service. Please see page 43.

In point of sales, satisfied Started Chick customers and brooding equipment, Rusk is an acknowledged leader in the entire United States in the Started Chick field.

Order your Started Chicks from Rusk.



RUSK STARTED CHICK
TWO WEEK OLD

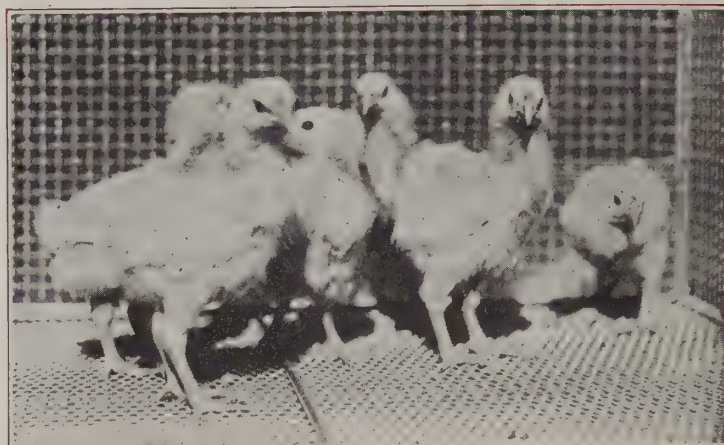
ORDER RUSK'S TWO-WEEK-OLD STARTED CHICKS—SEXED OR NON-SEXED

Rusk Started Chicks Offer You the Quickest Returns on Your Poultry Investment

Rusk Started Chicks are two weeks old when you get them. They have been actually started on the road to maturity and quicker returns from both meat and egg sales.

In the beginning they were Rusk's Reliable Chicks, produced by our 7 Point Rusk Method. The breeding for meat and egg production, the vigor and health of Rusk day-old chicks is given every opportunity to develop most favorably under our methods of feeding and brooding.

Rusk Started Chicks are the shortest route to quickest returns from your poultry investment. See our price list enclosed.



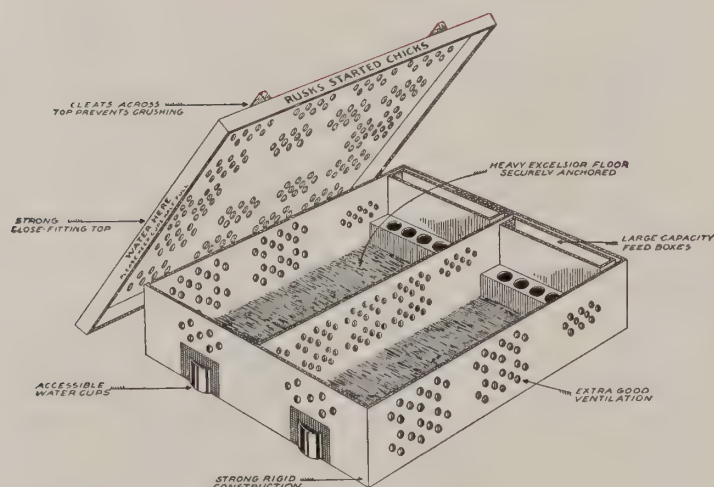
Rusk's White Wyandotte Started Chicks. Note bone growth, development and vigorous appearance.

Rusk Two-Week-Old Pullets One Step Closer to the Nest

Poultry raisers everywhere are demanding two-week-old pullets in greater numbers each year. You can order Rusk two-week-old pullets in your favorite breed backed with our guarantee that you will

receive not less than 90% pullets. This year use your poultry equipment to concentrate on egg production with Rusk two-week-old pullets.

Rusk Started Chicks Shipped in This Sturdy, Scientifically Designed Deluxe Brooder Box



Illustrated above is the brooder box in which we ship Rusk Started Chicks. This brooder box has been designed to meet our requirements for the safe delivery of Rusk Started Chicks wherever you may be. Our experience in shipping hundreds of thousands of Started Chicks has proved the efficiency of this box.

Rusk Two-Week-Old Cockerels

If you are one of the many thousands of successful poultry raisers who prefer meat chickens, we recommend our two-week-old cockerels. Use all of your equipment for Rusk two-week-old cockerels throughout the entire year or during the months you are not using your equipment for pullets.

We guarantee 90% accuracy on every shipment of Rusk two-week-old cockerels in every breed we offer.

Shipment to Idaho Pleases . . . Enroute Over 60 Hours

Rusk Poultry Farm & Hatchery,
Windsor, Missouri.

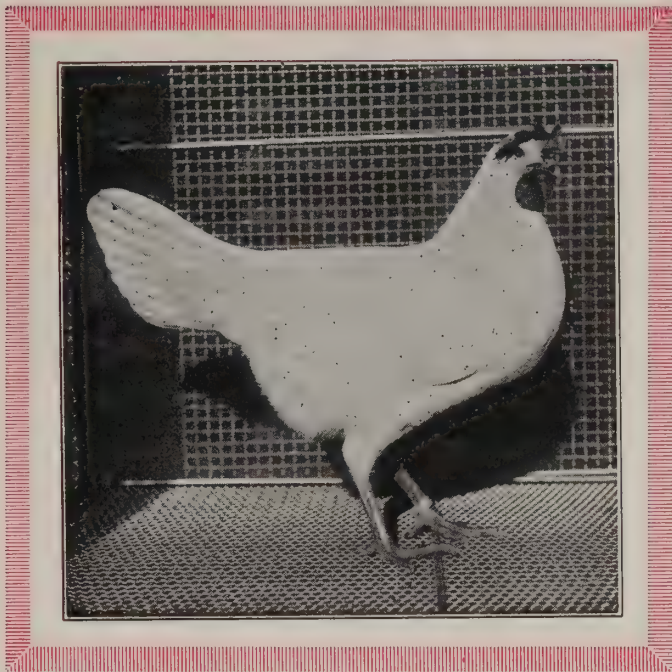
Lenore, Idaho,
May 11, 1934.

Gentlemen: Your shipment of started pullets, shipped the 5th of this month, reached here the morning of the 8th in fine shape. I am well pleased with this shipment. The shipment made better time than the advance card notice of shipment did, by one day. Hope this will mean additional business for you in the future.—Yours very truly, BRUCE HERSEY.

ORDER RUSK'S AA AND AAA GRADE COCKERELS FOR BREEDERS

Rusk's S.C. White Leghorns Outstanding Producers of Big Quality Eggs

Heading our Grade AAAA Matings are the seed from which we have bred what we consider one of the finest White Leghorn flock foundations in the Middle West. Starting with birds directly out of pedigreed R. O. P. Leghorns (official records under State Supervision), we had the best breeding that has ever come to our attention. The roosters back of our foundation were directly from hens with R. O. P. trap-nest



records of 290 to 337 eggs. The hens back of our foundation were pedigreed birds directly out of hens laying 250 to 337 eggs. Another group back of our foundation consisted of birds out of 200-250 R. O. P. Matings, sired by males from large-egg hens with records of 250 to 320 eggs. Each breeder, both male and female, had at least 4 generations of 300-egg trap-nest records back of them. R. O. P. Approved hens of this breeding were required to lay at least 200 eggs averaging at least 24 ounces per dozen in their pullet year. From the above foundation came our AAAA Leghorns, and this blood has been used to develop the stock of our AAA, AA and A Matings, using the males from the AAAA to head the AAA Matings; the sons of the AAA Matings to head the AA, and the offspring of the AA Matings for the A grade. This gives you, in our opinion, the finest breeding that can be had for the small charge we make for these chicks.

Standard Weights

Cock	-----5½ lbs.	Hen	-----4 lbs.
Cockerel	-----4½ lbs.	Pullet	-----3½ lbs.

Quantity and Quality of Eggs Our Prime Consideration

We believe we have insured QUANTITY of eggs by following the breeding program outlined above. This is in line with all scientific experience on the subject of breeding for egg production. Our next, and main consideration, was to insure the breeding of birds which would lay LARGE EGGS. The man or woman who has tried to sell eggs has learned that there is a big difference between eggs and the prices they bring. The eggs which average 22 ounces per dozen or better mean anywhere from 3c to 10c per dozen more price for you than eggs which run all odd sizes and must be sold as "unclassified." It pays to grade your eggs, and to be sure you have Leghorns which will lay a larger proportion of BIG, CHALK-WHITE EGGS, the fancy kind that bring better prices. For years we have eliminated hens that lay small eggs, and have hatched only from hens that lay large eggs, insuring that quality being bred into our chicks. NOW WE ARE HATCHING ONLY EGGS THAT WEIGH 23 OUNCES PER DOZEN, and we are eliminating hens that fail to lay consistently up to that standard. We believe this is an important step forward to the goal of assuring our customers of chicks which, when mature as pullets, will lay LARGE EGGS, which properly graded will bring premium prices on the finest markets in the country, no matter how strict and particular their standards may be.



ORDER RUSK'S WHITE LEGHORN SEXED DAY OR TWO-WEEK-OLD CHICKS

Letters That Prove the Productivity, Vigor and Earning Power of Rusk White Leghorns



Pleased With Rusk White Leghorns

Indian Lake, N. Y.
Sept. 7, 1934.

Rusk Poultry Farm,
Windsor, Missouri.
Gentlemen:

In the spring of '33 I ordered 50 of your AAA Leghorns. Out of the 50, I had 20 pullets. I also had a few old hens, making 32 in all, which I carried over last winter.

From these birds I received between 3500 and 4000 eggs. Never saw such hens to lay.

Yours truly,

MRS. ELMER H. BONESTEEL.

Two Shipments Doing Fine

El Dorado, Kansas
June 7, 1934.

Rusk Poultry Farm,
Windsor, Missouri.
Sirs:

I received the 25 chicks last Sunday morning. They were all alive.

My older bunch of chicks that I got April 15 are doing fine; in fact, I doubt if there are any that have done any better.

I have a neighbor here who has chicks three weeks older than mine which are not near as large.

CHAS. FRY.

Will Certainly Order Again; Sold \$100.00 Worth of Broilers

Smith's Mill, Minnesota
July 2, 1934.

Rusk Poultry Farm,
Windsor, Missouri.
Gentlemen:

I must tell you how well the chicks I got from you turned out.

I got 500 Grade A chicks February 22. This included 100 Brown Leghorns. I sold over \$100.00 worth of broil-

ers at 10 weeks old and have about 235 splendid pullets. The first Leghorns laid at 4 months.

The White Orpington pullets weigh from 4½ to 5 pounds.

On May 25th I got my second shipment from you this year, 500 Buff Orpingtons. They are developing just as rapidly and evenly as the first ones. I will certainly order from you whenever I get more chicks.

Needless to say, I always let people know they are Rusk Poultry Farm and Hatchery chicks.

Yours sincerely,

ARNOLD S. FELLOWS.

Rusk Chicks Feathering Out Early

Yorkville, Ill.
April 30, 1934.

Rusk Poultry Farm,
Windsor, Missouri.
Gentlemen:

My chicks have certainly come along as fast as any I have ever seen. At two weeks they are feathered out more than most chicks that are much older. They show that they have come from good healthy flocks. Several people have commented that they are the nicest bunch they have ever seen.

Sincerely yours,

RUSSELL CLAYTON.

Two Rusk Customers Pleased

Madison, Ohio
April 30, 1934.

Rusk Poultry Farm,
Windsor, Missouri.
Gentlemen:

The 200 chicks came through O. K. The station agent said they were the best looking bunch of chicks that has come through the express office. He was surprised to see them acting so lively after their long journey. Our neighbors for whom we ordered part of them are as well pleased with them as we are.

Respectfully yours,

MR. AND MRS. S. H. NYE.

RUSK'S CHICKS PROPERLY CARED FOR PRODUCE RESULTS LIKE THESE

Rusk's Reliable Single Comb Brown Leghorns

The Brown Leghorns are very much like the White Leghorns except for color. They are great winter egg producers and year around workers. In our breeding program, Point 1 of the Rusk Method, we have emphasized particularly the quality of long lived egg production.

We feature the light brown Leghorns, which are larger than the dark brown Leghorns and lay particularly large white eggs. You will be mighty well pleased with Rusk's Brown Leghorns either non-sexed or sexed. You are guaranteed 90% accuracy on your order for either sexed day-old pullets or two-week-old pullets.

Put this great layer to work for you.

Rusk's Brown Leghorns Live and Mature Rapidly

Hiram Phillips entered 150 Rusk Brown Leghorns in our 1934 Chick Growing Contest and raised 95 3/10 of his birds to ten weeks of age, and showed an average gain in weight of 1.66 pounds in that period.

The vitality of Rusk's Reliable Chicks combined with the egg laying ability bred into them through the operation of our breeding program, makes them a most attractive poultry investment.

Standard Weights

Cock	6 lbs.	Hen	4½ lbs.
Cockerel	5 lbs.	Pullet	4 lbs.

Rusk's Single Comb Mottled Anconas

In the breeding of Rusk's S. C. Mottled Anconas we have made it a point to bring out the real beauty of these birds and their inborn egg producing qualities. For consistent winter egg production it is difficult to find a breed better than Anconas.

As the photograph shows, our birds bear the sharp markings that have been handed down in the breed since it originated in Italy. For those who prefer a dark colored Mediterranean breed laying large white eggs, we highly recommend Rusk's S. C. Mottled Anconas.

Both the S. C. Anconas and the S. C. Brown Leghorns are particularly adapted to wooded countries having hawks and birds of prey that destroy chickens. The protective coloring of these breeds prevent many attacks by such birds.

Standard Weights

Cock	6 lbs.	Hen	4½ lbs.
Cockerel	5 lbs.	Pullet	4 lbs.

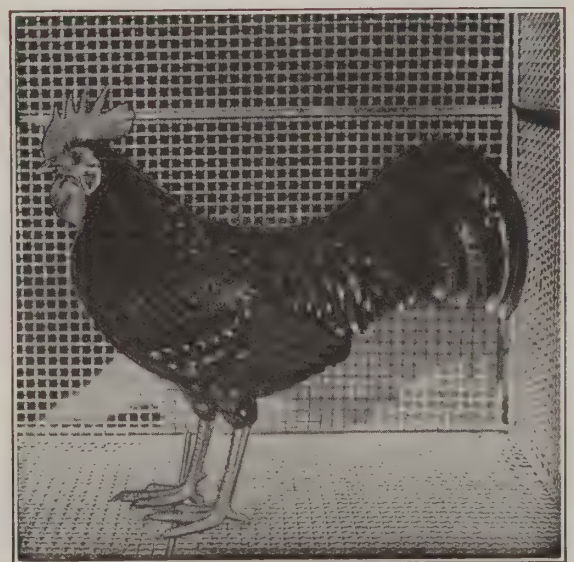
The Finest Chicks in the Country

Rusk Poultry Farm, Windsor, Mo. Snow Camp, N. C.,
April 23, 1934.

Gentlemen: My chicks arrived in fine shape March 30, 1934. I do not see how they got here so quickly and in such good condition . . .

Every one who sees them says they are the finest chicks in the country . . . They are all so uniform in size.

The roosters were crowing this morning before they are four weeks old. They are fine chicks and I am proud of them.—Very truly yours, Neave McBane.



ENTER YOUR CHICKS IN RUSK'S 1935 CHICK GROWING CONTEST

RUSK'S GOLDEN BUFF MINORCAS

Big as Rocks and Reds . . . Lay Top-of-Market Eggs

On these pages we bring to your attention one of the most remarkable breeds known to the poultry world. Up to a few years ago, the Buff Minorcas were a comparatively rare breed. Their superiority as a practical fowl for the poultry specialist was known to but a small minority of the poultry-raising public. Most poultry farmers raised breeds which were good for eggs, but lost money on the meat, or were too heavy for an egg class chicken and, therefore, lost money on eggs. Up to this time, Rusk Farm was quietly breeding a substantial seed flock of the finest Buff Minorcas we have ever seen anywhere. We concentrated on bringing out the famous quality for which Buff Minorcas are noted—the laying of EXTRA LARGE WHITE EGGS, THE LARGEST KNOWN TO THE COMMERCIAL MARKET. We worked day in and day out to bring up the size—improve the market qualities for meat. We bred such fine birds that their closeness to Standard was high enough to win for Rusk Farm at some of the strongest shows in America.

Then the public awoke to the fact that here was a bird with the practical qualities poultry specialists had sought for years. A bird as large as Rocks or Reds, selling for meat purposes at the market's best premium prices, and



yet an EGG CLASS CHICKEN, laying the largest eggs to be had, many averaging as high as 28 and 30 ounces to the dozen!

The public flocked to Rusk Farm for their Buff Minorcas. We could not supply the demand. The fact is it will be years before we or anyone else will be in a position to supply the Buff Minorca chicks which will be needed. The tremendous demand created by our national advertising was supplied in part by our customers. They bought chicks or hatching eggs from us, raised flocks of Buff Minorcas, then sold eggs for hatching to their neighbors and friends, or to commercial hatcheries in their localities. The demand being so great, and the supply so small, hatcheries were forced to pay big prices for hatching eggs, well above the current egg market. This condition still exists. Shrewd poultry raisers—men and women alike—are preparing to meet this demand. On the next two or three pages you will find some letters from those who have cashed in big on this demand for Buff Minorcas. You may do the same. Rusk's Buff Minorcas are advertised and known from coast to coast. There is big money in raising this strain, and if you go about it right, you should cash in like many others have done.

You Can Beat Hard Times With Rusk's Golden Buff Minorcas

For the last several years we have been emphasizing the fact that you can beat hard times with Rusk's Golden Buff Minorcas. We have been saying that because the actual experiences of poultry raisers with Rusk's Golden Buff Minorcas has proved the superior earning power of this rare breed.

Read these reports taken from 1934 letters from Rusk's Golden Buff Minorca enthusiasts.

Mrs. John L. Martin of Fredericksburg, Indiana, writes that she received her Buff Minorca chicks on April 16th and that they started to lay on August 8th, which was before they were four months old. She has been offered 10c above the market price for her Golden Buff Minorca hatching eggs for this season. She closes her letter by saying that she is sorry that she did not order 200 more last spring. Here is positive proof of the early maturity of our Golden Buff Minorcas, and the fact that you, too, can receive a premium for Golden Buff Minorca hatching eggs.

Clarence Helle of Curtice, Ohio, tells us in his letter of September 14th that his

Golden Buff Minorcas are six months old and that they have been laying for the past two months. He states that at the time of his letter about 98% of the hens are laying. This actual experience of another practical poultry raiser with Rusk's Golden Buff Minorcas is additional evidence that this breed has the qualities that will help you to beat hard times and to make good times better.

R. H. Privett of Nabb, Indiana, states that his Golden Buff Minorcas started to lay at four and one-half months, and that he did not crowd them in any way. Mr. Privett realized an additional profit by selling the cockerels from his order of Buff Minorcas for \$2.00 apiece for breeding stock.

Rusk Golden Buff Minorcas have won the praise of Charles F. Hafer, Sr., of Lincoln Park, Pennsylvania. Twenty-nine Buff Minorca Pullets produced 369 eggs in January, 370 in February and 131 the first eight days of March, with temperatures as low as twelve degrees below zero. Mr. Hafer's Golden Buff Minorcas were pullets that he hatched himself from an original order of Grade A Buff Minorcas from Rusk. You can

judge how well pleased Mr. Hafer is when we quote the first line of his letter, which reads: "Having kept this good news so long, I feel that it's time to explode." Those are the kind of letters that we like to receive, and which prove that here is another practical poultry raiser who is finding a way to earn important extra income out of the extra earning power of Rusk's Golden Buff Minorcas.

A letter from Scribner, Nebraska, written by Grace Lillie, tells us that her Rusk Golden Buff Minorcas won first and second for cockerel and first and second for hens at the county fair. In addition, these same birds won first and second for cockerel and first for hen at the Scribner Stock Show. These prize-winning birds were selected from her original order of twenty Grade AAA Golden Buff Minorcas. Rusk's breeding program and careful selection of breeding stock is your assurance of birds that will mature quickly, produce consistently and be true to type. Those are prize-winning qualities in any show ring, and particularly on the farms of America, where the final test of any breed is the ability to earn a profit.

Rusk's Golden Buff Minorca Broilers For Leading Hotel Trade

We are proud that Rusk's Golden Buff Minorcas have been selected by one of the largest broiler plants in America for sale to its clientele of leading hotels and restaurants. These hotels and restaurants must have the very finest broilers for their \$1.00 and \$1.50 dinners. Chickens must

be uniform in flavor, the meat must be tender and the birds must reach a uniform size in a specified brooding time.

Of all the breeds that we hatch, Rusk's Golden Buff Minorcas were selected to supply 5,000 broilers per week, because of their quick, uni-

form development and unusual meat qualities. This is important additional evidence of the commercial value of Rusk's Golden Buff Minorcas. It is outstanding evidence that with Rusk's Golden Buff Minorcas you can actually beat hard times.

ORDER RUSK'S GOLDEN BUFF MINORCAS EITHER SEXED OR NON-SEXED FOR BIG EGG AND MEAT PRODUCTION

Rusk's Golden Buff Minorcas Top the Market With Heavy, Snow White Eggs



The ability to lay big, heavy, snow-white eggs is a characteristic that we have particularly emphasized in Rusk's Golden Buff Minorcas through our breeding program. The operation of this breeding program is explained in detail on pages 8 and 9.

The illustration at the left is of Golden Queen, who established a trapnest record of 89 eggs in 90 days. The first cockerel used in breeding by Rusk Farm was the son of a 250-egg hen. From this beginning we have developed through our breeding program the AAAA foundation stock for our Golden Buff Minorcas.

This AAAA foundation stock is trapnested 365 days in the year to determine the rate and cycle of laying of each hen, and also size, weight and color of eggs that she lays. The minimum eggs that we will put in our incubators must average 23 ounces per dozen. By careful elimination and selection, we have developed our Golden Buff Minorcas particularly to produce large white eggs consistently.

On any kind of a market the small eggs bring a small price. It is the large eggs, uniform in shell texture, color and shape that command the premium. Egg specialists know that they can get anywhere from 30% to 50% more for eggs of this type. Those are the kind that we have bred our Golden Buff Minorcas to lay.

For a breed that will produce the big eggs that command premium prices, raise Rusk's Golden Buff Minorcas.

12 Outstanding Advantages Assure Your Success and Make You More Money Raising Rusk's Golden Buff Minorcas

1. They are a most vigorous breed. They are active and excellent rustlers.

2. Their vigorous disposition makes them hardy and easy to raise.

3. They require less housing space—that is, more hens can be housed in 100 square feet of floor space than any of the other heavy breeds.

4. They reach 2-pound size on less feed and less time than any breed of this class. They are ready for the early, high-priced market quicker, and require less expense to raise as broilers. They weigh just like Barred Rocks and Reds when you go to sell them.

5. They mature quicker as layers, and gain two to six weeks' laying time the first year over other heavy breeds. This means more than a dozen eggs per hen for the year—often two dozen eggs per hen extra.

6. They seldom become broody. Most heavy breeds lose 15% of their laying value by becoming broody several times during the heaviest laying season. This means a gain of about two dozen eggs per hen for the year for Rusk Buff Minorcas, and omits the worry of breaking up broody hens.

7. The Minorca lays the largest egg of any chicken in its class. Not uncommon to have eggs that average 30 and 32 ounces to the dozen. Trapnesting has bred heavy production into the bone and blood of every Rusk Golden Buff Minorca, making them the ideal investment for the egg farmer.

8. Their eggs are white shelled. On account of heavy weight, extra size and white color, these eggs command a premium in most markets.

9. Their eggs hatch well and produce fine, large, heavy chicks that display unusual vigor from the very start.

10. They are a healthy breed. Being vigorous and robust, they do not contract diseases as readily as some of the less active breeds.

11. Rusk Golden Buff Minorcas are a rare breed. They are not like common chickens which can be found everywhere. Their beauty and heavy money-making qualities create a demand for them wherever they are found. Selling hatching eggs, chicks and stock has been a profitable business for customers who can offer pure Rusk Golden Buff Minorcas.

12. A variety that gladdens the heart of the fancier. No more beautiful bird was ever bred. With their large, muscular shoulders, straight back, with a slant from the shoulders to the tail, with large muscular legs to support the body, you have a picture that awakens the admiration of all. Their rich color and combination of Golden Buff plumage, bright red comb and wattles, large white ear lobes and pinkish shanks make up a beautiful flock. Many a time has a Rusk Golden Buff Minorca customer taken his birds to the shows and won rich prizes in cash and other premiums with these outstanding beauties.

RUSK'S GOLDEN BUFF MINORCAS PRODUCE PREMIUM EGGS

Big as Rocks and Reds—Great Meat Breed—Order Non-Sexed or Sexed Pullets and Cockerels

This year you can order Rusk's Golden Buff Minorcas non-sexed or sexed, day-old or two weeks old started chicks. This gives you the opportunity to cash in to the fullest on the specialized earning powers of this grade breed. The records of thousands of successful poultry raisers is convincing evidence that whichever way you order Rusk's Golden Buff Minorcas, you will be greatly pleased by the results.

If you order Rusk's Golden Buff Minorcas non-sexed, about 50% of your order will be pullets and about 50% will be cockerels. If you order our Golden Buff Minorcas sexed, either day-old or two weeks old, you will receive exactly the sex that you prefer for your particular purposes. Remember, we guarantee 90% accurate separation of the sexes.

If you want to specialize in the production of big white eggs, order Rusk's Golden Buff Minorca day-old or two weeks old pullets. You can use your brooder equipment and all of your time and your feed investment to earn dividends from the proved egg-laying ability of this breed.

If you prefer poultry income from meat sales, we can think of no better investment that you could make than in Rusk's Buff Minorca day-old or two weeks old cockerels. This breed reaches the two-pound broiler size on less feed and in less time than any breed of this class. The color of the skin and the color of the plumage makes them dress cleanly and attractively.

Many of our customers report a wonderful local trade with restaurants and hotels on Golden Buff Minorca Broilers and Fryers. Their fine-grained, tender, savory meat is produced right where the meat should be. They have lots of white meat, a feature that wins for Golden Buff Minorcas the high-grade trade that enables this breed to command premium prices.

After the pullet breeding season, or before it begins, order all of the Golden Buff Minorca cockerels that you can properly brood. Our record in supplying one broiler plant with 5,000 broilers per week, and the record of our customers proves that Rusk's Golden Buff Minorca day-old or two weeks old cockerels will return handsome dividends.

If you prefer, you can then use your brooding equipment to raise Rusk's Golden Buff Minorca day-old or two weeks old pullets and thereby insure for yourself a year-around, two-way income that will prove to be good business for you.

Rusk's Golden Buff Minorcas Known the Country Over

Rusk is known the country over as the originator of the Rusk Strain of Golden Buff Minorcas. Wherever Buff Minorcas are mentioned, Rusk's Golden Buff Minorcas receive praise from poultry raisers, because of the actual income that this breed produces. Raisers of Rusk's Golden Buff Minorcas receive a premium for hatching eggs, breeding stock, big white eggs for the commercial market and choice fine-grained meat.

Take advantage of the proved earning power of Rusk's Golden Buff Minorcas. Help beat hard times with this breed that is helping so many other successful poultry raisers receive more and bigger poultry checks.

See the following page for more letters from poultry raisers who have proved to themselves the outstanding egg and meat-producing abilities of this famous breed.



Short Letters That Tell of Big Profits From Rusk's Golden Buff Minorcas

Started Laying at Four Months

"This is my first experience with Golden Buff Minorcas, and will say I am not disappointed in them, as I never had chicks make a better growth, neither have I had a more uniform flock as to size and color. They are very beautiful birds. My pullets started laying at four months and are still doing well. The eggs are standard size now from pullets that started laying in August. I sold six pullets for \$2.00 each and could have sold more."

MRS. L. G. LUDTKE,
Thompson Falls, Mont.

Won First Prize

"I raised twelve roosters and five pullets and took three pullets and one rooster to the fair and won first prize on them. They took everybody's eyes. They surely are pretty, and I am well pleased with them."

MRS. J. A. HOLCOMBE,
Bowdon, Ga.

Received \$34.66

"When I sent in my report, when my chicks were ten weeks old, I had not sold any, but I have sold all of my cockerels at 18c per pound, bringing me \$34.66. Got my first pullet eggs August 1st. I think my chicks have done extra well."

MRS. F. S. HEIDRICK,
Madison, Kansas.

Wishes He Had Ordered 500 Instead of 50

"I received the Golden Buff Minorcas three weeks ago and I wish I had ordered 500 instead of 50. Your method of doing business and your chicks please me very much. I have lost 50 per cent of the chicks I received from another hatchery while I have lost none of your Golden Buff Minorcas. You may expect another order in the future."

JOSEPH F. LANDIS,
Byndon Wood, Wernersville, Pa.

Average 3½ Pounds

"None of my Minorcas are yet four months old, but they average 3½ pounds, and are in splendid condition. I expect great things from my pullets."

W. J. DRIVER, JR.,
Osceola, Arkansas.

Laid Every Day for Over Three Months

"I am proud of my chicks. My prize-winning pullet, which was from your Grade A stock, has laid every day for over three months, and is still laying the nicest large white eggs."

MRS. A. C. LANCASTER,
Broken Arrow, Okla.

More Than Pleased

"A year ago in May I bought \$100.00 worth of started chicks from you. To say I was pleased would be saying not near enough. I have people every few days coming over to see my Rusk's Buff Minorcas. Many people want to buy my Buff Minorcas, but they are not for sale, so please send your catalog to the names in this letter."

MRS. CLARA E. HYDE,
San Gabriel, Calif.

Would Have No Other Breed

"Had wonderful success with my Golden Buff Minorcas. Would not bother with any other breed from now on. They are quiet and do not fight one another. Good layers, excellent fryers. What more could one ask?"

H. A. DAKIN,
Emett, Idaho.

¾ Pound at Four Weeks

"I have a little cockerel that was four weeks old last Monday. He weighed ¾ pound and is crowing at five weeks. He now weighs just a little over a pound. They sure are husky and the cockiest chickens I have ever had."

C. E. HORTON,
Hillsboro, Texas.

Wins at County Fair

"I won a ribbon on one of the Buff Minorca pullets that I picked out of the chicks I got from you last spring. I had very keen competition. There were twelve pullets in the class. This was at Los Angeles, Calif."

L. E. SHERMAN,
Los Angeles, Calif.

Proved to Be a Good Investment for Egg Production

"My brother and I are very much interested in chickens that produce eggs, not chickens to sell. After trying first one breed and then another, and liking a buff chicken best, we decided to try the Buff Minorcas. We bought a large number from you last year and paid what we thought was a good price, but it has proved to be a good investment. They are now laying and increasing in egg production daily. They lay a fine, big, white egg that will average over 24 ounces per dozen from pullets. We have plenty of them of this size. These birds are healthy and very active."

"Our entire neighborhood now wants to get eggs from us so that they may start in with this breed of chicks. Another thing, not a chick was lost in transit, and it was very hot weather."

"We bought Grade AAA chicks, and I would buy no other kind. It pays to get the best and this lot of chicks has proved it."

GEORGE E. VIRDEN,
Mount Pleasant, Iowa.

RUSK'S GOLDEN BUFF MINORCAS CAN HELP YOU BEAT HARD TIMES

Rusk's Super-Quality White Jersey Giants



The Biggest of All White Chickens

Rusk Poultry Farm and Hatchery has obtained from I. G. Walters, our vice-president and sales manager, the exclusive rights to Walters' White Jersey Giants. They will be hereafter designated as Rusk's White Jersey Giants.

E. L. Rusk and Mr. Walters will both give their personal attention to the breeding, production and sale of this famous breed, the popularity of which is sweeping the country.

The seed for this fine stock was the great "Sensation Line." This line was never beaten in the showing. To the experienced poultryman, this will immediately mean the very finest birds bred as close to Standard as it is possible to breed a chicken. This means the great size and the fine market qualities which bring the highest profits, as the Standard of

Perfection for White Jersey Giants was created with this in mind.

This great breed has come to the front by leaps and bounds. It is to the poultry world a distinct step forward in breeding. For years, poultry specialists, raising birds for the market, have sought a chicken like this. Here is a jumbo-size chicken, as large as a turkey—rich, yellow skin, willow green legs. The meat is fine grained, tender and fine flavored. Size, quick growth, rapid feathering, yellow skin and a pure white color, combined with the ability to lay many eggs, give them all the qualities desired in a chicken. A new money-making opportunity is made possible by the perfection of this remarkable, rare breed.

The Meat Fowl That Outselling Turkeys for Profit

Unless you have tasted the rare, tender, luscious meat of a baked White Jersey Giant Capon you cannot imagine what a rare treat this meat can be. Richer, more delicious than turkey meat. For years the American public has wanted a big baking fowl

that would taste better than turkey. Many breeds have been offered but none have met the market's needs until White Jersey Giants were discovered. Restaurants, hotels take all that can be furnished, pay premium prices and ask for more.

The Early Maturity That Means Earlier Meat and Egg Income

Rusk Poultry Farm,
Windsor, Missouri.

Gallipolis Ferry, W. Va.,
June 27, 1934.

Gentlemen: The 100 White Jersey Giant chicks I ordered from you arrived May 4th. They were sure a fine lot; not a weak one among them.

I picked two of them up the other day and set them on the scales. They weighed two pounds each. They are now eight weeks old.

They are all doing fine. I will send a photograph of them with my record blank.—Respectfully, ODIS BURRIS.

ORDER RUSK'S WHITE JERSEY GIANT COCKERELS FOR CAPONIZING

Rusk's Super-Quality White Jersey Giants Make Enormous Capons



RUSK WHITE JERSEY GIANT CAPONS

Capons Up to 15 and 16 Pounds

Think of capons weighing up to 15 and 16 pounds, that can be grown on cheaper feed and are easier to raise than turkeys. The breeding stock, baby chicks or hatching eggs cost you less. They offer you much greater chance to succeed than turkeys because they live and the mortality is smaller than

any other breed we know of. On the other hand, you take a big chance when you raise turkeys for market fowls. American people are changing from turkey to chicken meat and White Jersey Giants fill the bill for the big chicken that bakes perfectly.

Make Extra Profits

Past experiments have shown that a 14-pound White Jersey Giant Capon can be grown on less than 100 pounds of feed. Prices of market fowls are due for a raise and with the present price of feeds you can make over 100% profit in a properly conducted business with White Jersey Giant Capons. On most markets they command a higher price than turkeys and can be raised in larger numbers and in closer confinement. A three-

foot fence will confine them. They also make splendid broilers and fryers. They weigh $\frac{1}{2}$ pound at 3 weeks of age, 2 pounds at 7 weeks of age, 8 to 10 pounds at 7 months. They get big so quickly that you can sell them earlier than any other breed at a heavy weight, and the difference in growing time and feeding time means that much extra profit for you.

Received 30 Cents Per Pound for Rusk White Jersey Giants

Rusk Poultry Farm,
Windsor, Missouri.

Branchport, N. Y.,
August 10, 1934.

Gentlemen: Must write to let you know that your White Jersey Giants are giving wonderful satisfaction. I marketed two yesterday. My dealer received 30 cents per pound from a lady who was taking them to New York for a real delicacy for her friends. I sold six on July 30th for which my dealer received 28 cents per pound, plucked.

They are so large, many of them weighing 5 pounds. It

pays to feed them well. The carcass is yellow and plump which creates the demand.

My first lot was marketed July 20th at 20 cents per pound, which was the highest I thought I could get. My dealer told me that I could get more for such nice birds and since then I have.

We are just starting and want a good breed for both eggs and meat which will help us with our living expenses during these hard times.—MRS. EDNA COYLE.

Rusk's White Jersey Giant Sexed Day-Old or Two-Week-Old Cockerels

Order Rusk's White Jersey Giant Sexed day-old cockerels for caponizing or two weeks old cockerels started on the road to early meat sales and profits for you. We guarantee

90% accurate sex determination of both day-old and two weeks old started chicks.

WRITE TO US FOR PRICES ON OUR SPECIAL CAPONIZING INSTRUMENTS

Up to 30 Ounces Per Dozen Eggs From Rusk's White Jersey Giants

You have heard about Leghorns and other common breeds being trapnested, but how many breeders do you know who trapnest White Giants? We will wager you can count them on your fingers. A genuine TRAPNEST strain of White Jersey Giants is a true rarity. The foundation for Rusk's White Jersey Giants were trapnested. They are being trapnested today in accordance with the Rusk breeding program. Here is a real opportunity for the man who wants to KNOW what kind of layers his White Giants are. White Giant raisers are discovering something new. The big, jumbo-size White Giant eggs are snapped up at high premium prices wherever offered, and a good percentage of them are laid in fall and winter when prices are highest and light breeds are out of production. No wonder the breeding for egg production has meant high egg profits from this strain. This year we entered a pen of Rusk White Jersey Giants in the 1934 Missouri Pullet Laying Contest and had the high White Jersey Giant hen in the contest with an official record of 230 eggs in one year. This is amazing production for a new breed just beginning, as it were, to be bred for high egg production. On the farm of one of our flock managers, one hen laid 243 eggs in 11 months in the trapnest. Another laid 232 eggs



Actual photograph of Rusk White Jersey Giant eggs. Note size and uniformity of these top quality eggs.

in 11 months in her pullet year. Still another hen laid 228 eggs at home and 3 at the St. Louis National Show, where she won second prize in exhibition, entered as a single. These eggs averaged as high as 28 ounces per dozen. One hen laid eggs averaging 29 ounces per dozen, etc. Proof of the fact that you are buying a wonderful egg laying strain, as well as the finest for practical meat qualities.

Nothing Like This Rare Fowl on the Market Today New Money-Making Breed

The big profits are in raising the right kind of chickens. Those who take on a rare breed will soon find that their friends and neighbors want hatching eggs and baby chicks of the same variety. They see how successful you are, how much money you are making and they want to duplicate your success. Thousands of farmers will change from ordinary chickens to White Jersey Giants. If you are raising Rusk's strain you are raising one of the best known and most widely advertised strains and

one that has a good reputation, which means money in your pocket. People demand the better known strains and are willing to pay good prices for your hatching eggs, baby chicks and roosters. Hatcheries everywhere are looking for profitable, quick selling breeds to offer to the people. With Rusk's White Jersey Giants you will be able to offer hatching eggs to hatcheries at premium prices and make many dollars of extra profit over what you could make with a flock of ordinary chicks.

Rusk White Jersey Giants the Best in 20 Years' Experience

Rusk Poultry Farm,
Windsor, Missouri.

17 County Street,
Springfield, Mass.

Gentlemen: I received the 100 White Giant Chicks I ordered from you. There was one dead when they arrived. I sold 49 of them to my brother-in-law and kept 50. They are one month old today.

I still have all of my 50 chicks. All are healthy and growing fine. I have bought chicks from a number of other hatcheries in the last twenty years and these are the best and healthiest chicks I ever saw.

I sincerely wish you all the luck there can be in your business.—Yours truly, FRANK E. BLAIR.

RUSK'S WHITE JERSEY GIANTS EARN BIGGER PROFITS WITH BIGGER EGGS

Rusk White Jersey Giant Blood Lines Never Beaten in the Show Ring



A WONDERFUL FLOCK OF RUSK WHITE JERSEY GIANT HENS

IN OFFERING you chicks, eggs, breeding and show stock out of the great Sensation line, we offer you blood THAT HAS NEVER BEEN BEATEN IN THE SHOW RING. This blood is directly out of the great line starting with SENSATION 1, King of the White Giants, NEVER BEATEN in competition with WORLD'S BEST; his son SENSATION II, NEVER BEATEN ANYWHERE, and SON OF SENSATION II, who was SENSATION III, NEVER BEATEN, unmatched in the magnificence of his sparkling quality. Three generations, father, son, grandson—never beaten, never bowing before the best that all the other great breeders of White Giants could marshal and put against them in AMERICA'S FINEST SHOWS. What a history of accomplishment!

These marvels of winning breeding accomplishments have sired a line of birds that have opened the eyes of the Nation. IN ONE YEAR, alone, the Sensation line won FIFTEEN FIRSTS of a pos-

sible SIXTEEN at three of the biggest Giant showings in the U. S. They would have won all sixteen, had the fine First Prize Pen Cockerel been entered as a single. The Pen Cockerel was given the SWEEPSTAKE special prize over EVERY MALE GIANT in the show.

At such big shows as Missouri State Fair, the Sensation line won EVERY FIRST PRIZE. This sweeping victory was repeated at the Kansas State Fair. At the American Royal, the Sensation line swept in all FIRST PRIZES, and every second but one. A full string was shown and had competition in every class. There were many more White Giants exhibited at the American Royal than there were at Chicago, and there were 20 more White Jersey Giants exhibited at Missouri State Fair than there were at Chicago. A few of the many other shows swept clean by the great Sensation line were, Oklahoma State Fair, Nebraska Mid-West and St. Louis National. Lack of space prevents giving full details here.

Importance of Show Winnings to the Practical Farmer Who Is Interested Only in Meat

The question is often asked, "What does show stock do for us if we want only to sell our birds on the market, and get the market's best prices for fancy dressed fowl?" The answer to this very sensible question is found in the following question: "Why do we have poultry shows?" The real reason we have poultry shows is to improve the PRACTICAL QUALITIES of poultry. In other words, a chicken, in order to yield the most eggs, must have BIG BODY CAPACITY—STANDARD SIZE AND SHAPE, so that she can take the amount of feed needed to MAKE LOTS OF EGGS. And likewise, a meat chicken, male or female, springer or old stock, MUST be big, AT THE RIGHT AGE. And another thing, the meat must be where it should be for most practical purposes. In other words, plenty of breast meat, because, for instance, the hotels and others who cater to the most expensive

trade, require plenty of breast meat. The select chickens that bring the highest prices meet the STANDARD. They have the qualities which are demanded by the judges at the shows. You have heard complaints about the quality of broilers, capons, etc. That's because they are raised from birds that do not meet the STANDARDS demanded by the shows. When you raise the CHAMPION show strain, therefore, you are raising the strain bred for the MOST PROFITABLE meat qualities. You can depend on this quality to be more uniform than in any other birds you can raise. When you raise uniform, fancy, quality meat-fowls, you are sure of attracting bidders from the finest markets who pay the highest prices. That's what it means to raise the best in show stock, and by breeding your flock from this foundation, it costs no more than if you went out and bought the cheapest.

FOR QUICK MEAT PROFITS ORDER RUSK'S WHITE JERSEY GIANTS

Read These Reports of Actual Experiences With Rusk's White Jersey Giants

FROM THE WINNER OF FIRST PRIZE IN RUSK'S 1934 CHICK GROWING CONTEST

Rusk Poultry Farm,
Windsor, Missouri.

R-5, Lebanon, Pa.,
12/1/34

Dear Mr. Rusk:—My husband always claimed it does not pay to raise chickens. I was determined to show him it does pay. I selected Rusk's White Giants, which are very healthy chicks to raise. I had no trouble in raising them.

I got the chicks in May—they started to lay in November. They are uniform, have good plumage and are very beautiful in appearance. They weigh 10 to 12 pounds.

I can recommend Rusk's chicks to any person for it pays to select Rusk's healthy chicks. I made more money by raising Rusk's birds than I did any time yet. And it is the best investment I made yet.

I wish to thank the Rusk family many times for the check I received as a first prize in the Chick Growing Contest. I wish to say that I think this Contest is a wonderful undertaking on your part for the experience alone is certainly worth while.

It was indeed the greatest surprise in my life and words cannot express the happiness your gift has brought me and my home.

Chick raising has been both interesting and profitable for me and I intend to enter your next contest.

Again thanking you all.—Yours very truly, MRS. LABAN WENGER, R-5, Lebanon, Pa.

Rusk Poultry Farm,
Windsor, Missouri.

Denver, Colo.,
June 10, 1934.

Gentlemen: In April, 1933, I bought some White Giant chicks from you (Walters Strain). I got 25 of your Royal Mating and with a cockerel from these I mated a pen of 10. On Xmas day I set 13 eggs under a hen, hatched 10 chicks—raised 10, 5 pullets and 5 cockerels. At 4 months and 5 days old 2 of the pullets commenced laying. I would like for you to advise me if this is near a record for White Giant pullets. They weighed 5 pounds and a third. One commenced before it was 4½ months old. What do you think of this for White Giants?

Trusting to hear from you at an early date, I am—Yours truly, L. W. TERRILL, 4153 Chase St., Denver, Colo.

Belmont, N. Y., Hood Road,
January 22, '34.

Gentlemen: To my surprise a beautiful car drove up to my entrance yesterday, asked to see my White Jersey Giant chickens. His name is E. D. Bullard, Friendship, N. Y., 40 miles from here. He saw the letter in your poultry book I wrote you about the middle of last year. I am truly glad those few words helped a little but furthermore glad they were true. I raised every bird and they are beautiful yet—laying right along. I had a letter Friday asking for pullets or hatching eggs. No one around here has ever seen or heard of the Giants and seem very anxious to have them. Any one coming or writing to me, you will get all the praise I can give. I was so well pleased with the ones we got.

Hope to get more soon.

I hope this will be your most prosperous year.—Very truly, MRS. LESLIE J. HALE, Hood Road, Belmont, N. Y.

Carbon Hill, Ala.,
Sept. 19, 1934.

Rusk Poultry Farms.

Dear Sirs: Thought I would write you about the 100 Jersey White Giant chicks I received from you April 22. I raised 94% and they certainly were a fine bunch. Cockerels weighed 4 lbs. at 14 weeks. Pullets are nearly ready to start laying now. Only wish I had gotten AAA Quality instead of A. I have several eggs setting spoke for already. All my future baby chicks orders go to Rusk.—Yours very truly, IRA DOSS, Box 201, Carbon Hill, Ala.

P. S. You may use this in advertising if you wish.

Rusk Poultry Farm,
Windsor, Missouri.

Dayville, Oregon,
July 1, '34.

Dear Sirs: The 250 White Giants we ordered from you arrived O. K. Four chicks had been taken out by Express Agents and they certainly are a healthy and vigorous bunch of chicks to come so far. We have 236 of the 246 that arrived. Thanking you again for sending us such nice chicks, I am—Yours truly, R. G. MOORE & WIFE.

Rusk's Black Jersey Giants



Rusk's Jersey Black Giants combine the same "giant" earning power that has won such tremendous nationwide popularity for Rusk's White Jersey Giants.

They are true giants and beautiful birds. Their broad deep bodies and lustrous greenish black plumage and extra size places them in a class by themselves among the heavy breeds for both appearance and meat and egg income. For early broilers and capons, Rusk's Jersey Black Giants cannot be beat. Their large brown eggs command a premium, because they usually grade as firsts and "extras." We are sure of a great demand for Rusk's Jersey Black Giants. Because of their dark plumage, they are particularly adapted to wooded areas.

Order Rusk's Black Jersey Giant sexed chicks, day-old or two weeks old, pullets or cockerels. Earn extra poultry profits with Rusk's Black Jersey Giant capons.

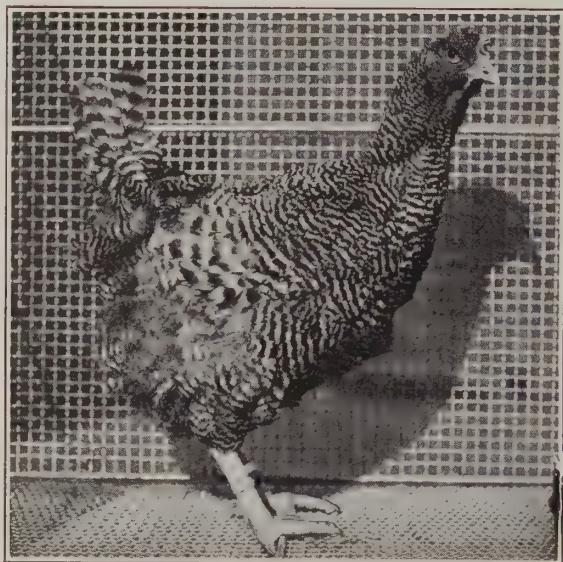
Standard Weights

Cock	13 lbs.	Cockerel	11 lbs.
Hen	10 lbs.	Pullet	8 lbs.

ORDER RUSK'S WHITE JERSEY GIANTS FOR "GIANT" POULTRY PROFITS

Rusk's Barred Plymouth Rocks

Illustrate the Quality of Long-Lived Egg Laying Ability



The Barred Plymouth Rock is so familiar a bird on thousands of American farms that it may be that sometimes we overlook the sterling qualities of this great egg and meat producing breed.

On this page we are showing pictures of two Rusk Barred Plymouth Rocks that perfectly illustrate the important profit producing qualities that lie in the ability to lay eggs for two, three, four and even more years.

The hen shown on the left is in her seventh year. In her fourth year, which was in 1931, she showed a trapnest record of 74 eggs in 90 days. This year, her seventh year of consistent, heavy egg production, her trapnest record for 12 months is 210 eggs.

We know that this hen is seven years old and she has been trapnested enough every year for us to know what her rate and cycles of egg laying are. We can accurately estimate that she has produced about 1500 eggs during those seven years. Her eggs have commanded a premium and have grossed her owner about \$50.00.

During those same years her feed cost has been about \$12.00, making a return to her owner above feed costs of \$38.00, or about \$5.20 per year. That is a handsome return on an original investment of 9 cents in the chick.

Rusk's Barred Plymouth Rocks Great Egg and Meat Producers

The popularity of the Barred Plymouth Rocks arises out of the fact that they produce a definite two-way income. They mature quickly and make excellent broilers and later, heavier meat birds. Furthermore, they have always ranked high in egg production. In our breeding program we have emphasized egg laying ability and great vigor. These combined qualities make for early producing birds that have the constitutions to produce steadily for a number of years. Those are the hens that make your poultry checks have a profit in them for you.

The Barred Rock cock bird shown at the left is the vigorous, strong type that we select to head our Barred Rock flocks. This bird is four years old and is still in service.

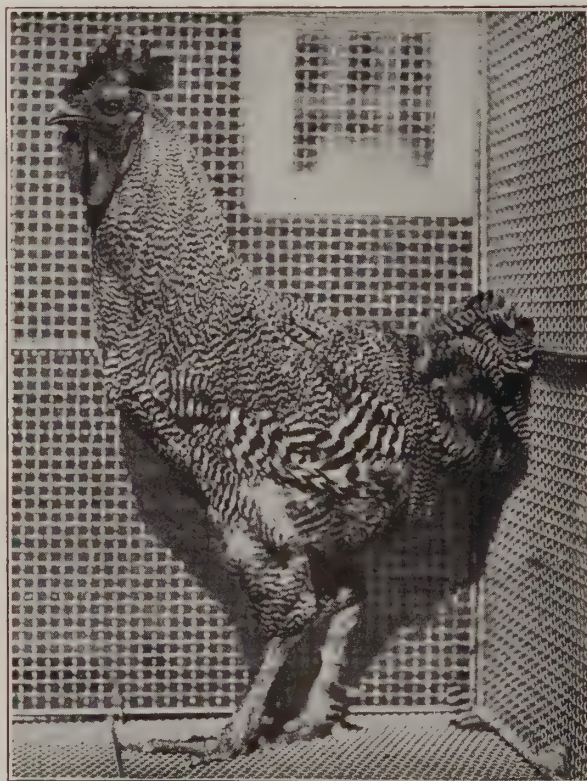
Barred Rock Sexed Pullets and Cockerels

Both sexes in the Barred Plymouth Rock breed offer you an opportunity for a handsome return. Order them either way, day-old, or two weeks old, sexed; or non-sexed day-old.

However you order them, we know that you will be pleased with Rusk's Barred Plymouth Rocks.

Standard Weights

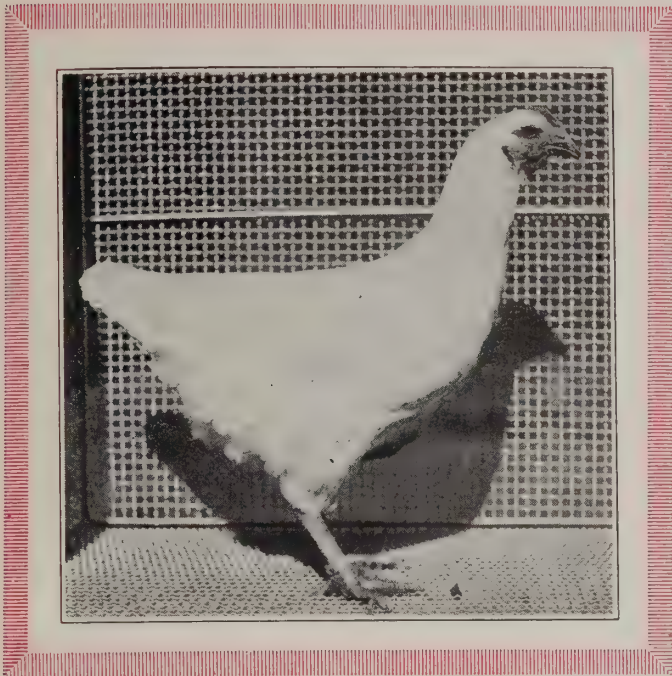
Cock	9½ lbs.	Hen	7½ lbs.
Cockerel	8 lbs.	Pullet	6 lbs.



SEE PAGE 42 FOR FACTS PROVED BY REPORTS FROM POULTRY RAISERS

Rusk's Reliable White Plymouth Rocks

Same Dependable Qualities As Barred Rocks



The White Plymouth Rocks come from that pioneer American variety, the Barred Rocks. They have the same egg and meat producing qualities inherent in them. In Point 1 of the Rusk Method, we have emphasized these qualities in our breeding work.

We have carefully watched the trapnest egg records made by our White Plymouth Rocks. The best cockerels out of our top record White Rock hens have been placed with our flocks to increase the egg laying ability of this breed. At the same time, we have culled and selected our White Plymouth Rocks with a view to preserving and developing their meat producing qualities.

With the increasing popularity of the heavy breed white chickens, the White Plymouth Rocks have greatly increased in sales. They make fine broilers. They dress well, look attractive and bring an excellent price. Our breeding for early maturity increases their value as meat birds and also promises quicker returns to you from eggs.

Keep an Accurate Record of Costs and Income

We believe that the percentage of profit from raising poultry of the quality produced by the 7-Point Rusk Method is larger than can be earned by any other kind of farm livestock. That is the experience of thousands of poultry raisers.

It is good business to keep an accurate record of the cost of your chicks, together with the cost of feed, housing and care. We are so sure of the earning power of Rusk's Reliable Chicks that we urge you to keep the actual records of your flock.

Rusk's White Plymouth Rocks Selected for Egg Capacity and Exactness to Type

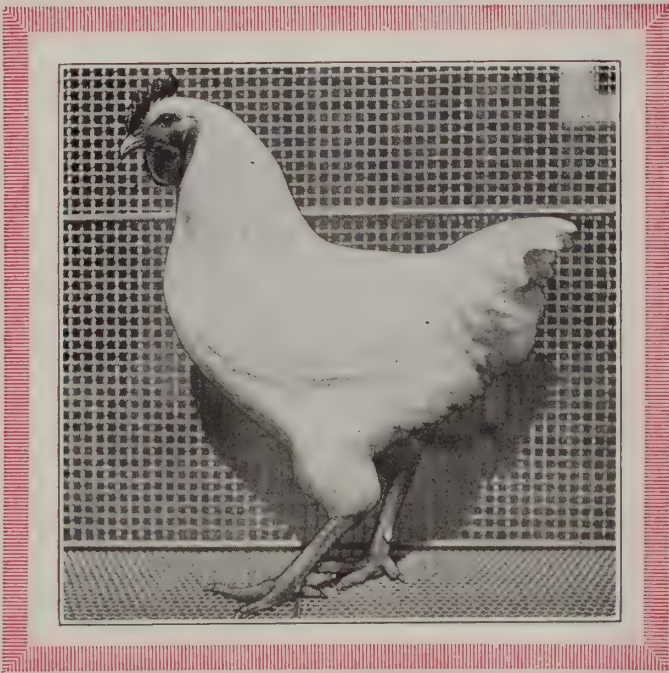
The strong, vigorous specimens of our White Plymouth Rocks shown on this page are typical of the breed. They are pure white with a brilliant red comb, face, wattles and ear lobes. Their beaks and legs are a rich yellow. Their shape is exactly like that of the Barred Rocks.

Standard Weights

Cock	9½ lbs.	Hen	7½ lbs.
Cockerel	8 lbs.	Pullet	6 lbs.

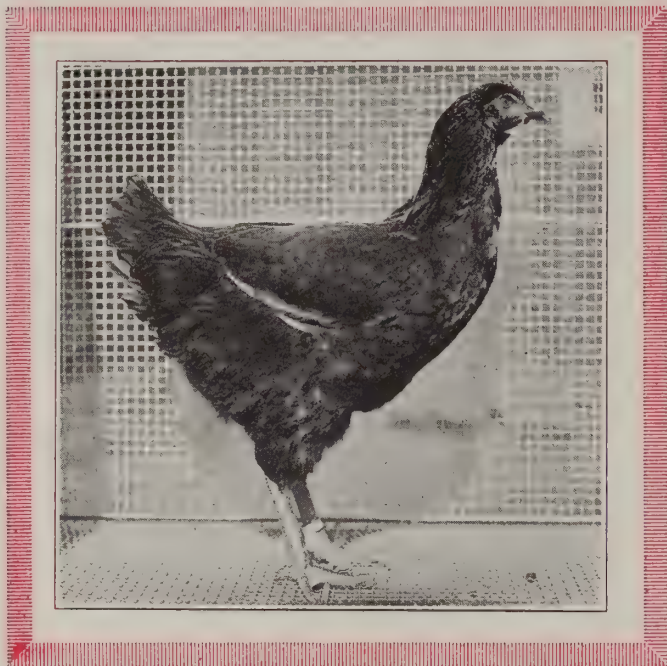
Rusk's White Plymouth Rock Chicks

You can order our White Plymouth Rocks in the non-sexed, which average about 50 per cent pullets and cockerels, or sexed, day-old or two weeks old, with 90 per cent accuracy on the sexing guaranteed. If you raise chickens for meat income, primarily, order White Plymouth Rock cockerels. If you want a dependable income from year around layers, order our White Plymouth Rock pullets.



WHITE PLYMOUTH ROCKS ARE FAST GAINING IN POPULARITY.

Rusk's Single Comb Rhode Island Reds From Trapnested Foundation Flocks



The foundation stock producing the males for our Rhode Island Red chicks comprises 140 hens with pedigrees running back from one to three years. Every one of these pedigreed hens has an annual trapnest record of from 200 to 271 eggs. The cockerels and cock birds mated to these hens are from hens with 225 to 285 trapnest egg records.

The range flocks that are directly descended from this breeding stock contain pullets and hens up to three years old, all from hens with trapnest records of 200 or more eggs. The cockerels heading these range flocks are out of individuals with trapnest records from 200 to 263 eggs.

This breeding stock is the foundation for all males of all Rusk Rhode Island Red flocks. Your Rhode Island Red chicks from us have this definite trapnest record ancestry. And that has been true for the past three years.

Standard Weights

Cock	-----8½ lbs.	Hen	-----6½ lbs.
Cockerel	-----7½ lbs.	Pullet	-----5½ lbs.

Foundation Stock Pens Divided

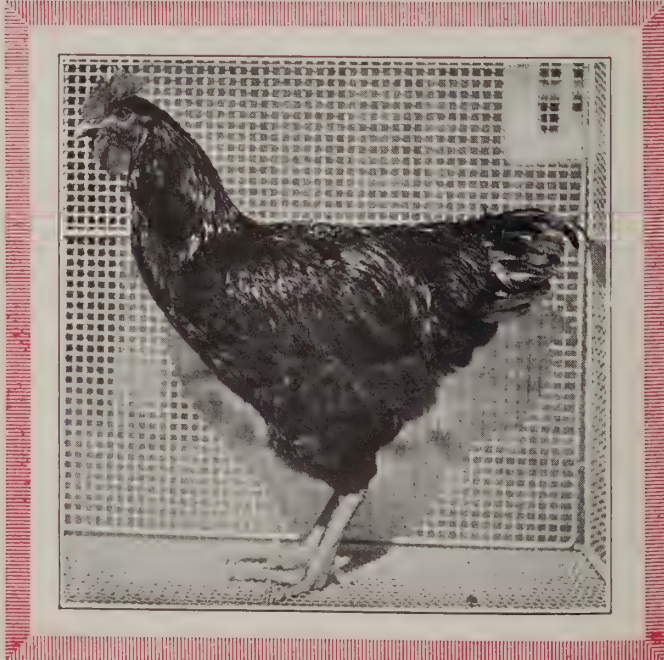
The 140 pedigreed Rhode Island Red hens with trapnest records up to 271 eggs are divided into ten pens. The individuals in these pens have been selected to accomplish three major purposes:

- First—To develop early maturity and quick feathering.
- Second—To emphasize the production of dark brown eggs.
- Third—For progeny testing. The latter means that the males mated to the hens in these pens must have demonstrated their ability to reproduce in their pullet offspring the egg producing ability inherited by the cockerel.

The breeding program governing our Rhode Island Reds insures you chicks that have the egg laying ability, the exactness to type and vigor that will make them a sound investment for you as breeding stock and producers of a year around cash income.

Rusk's Rhode Island Chicks —Sexed or Non-Sexed

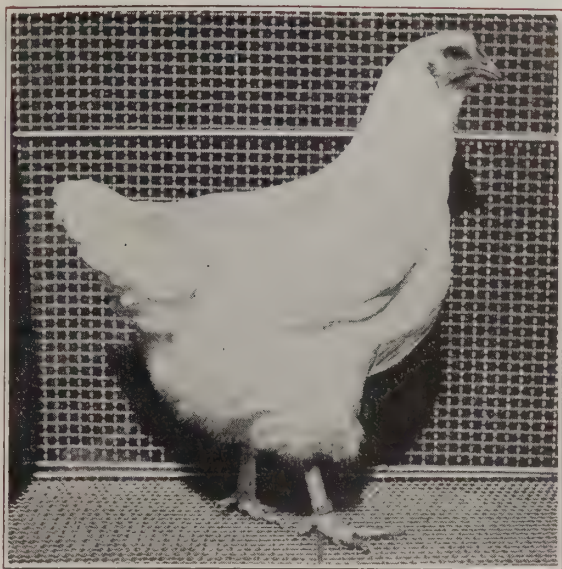
Rhode Island Reds are a great meat breed. They have the size, early maturity and meat qualities that makes them particularly attractive for early broilers and heavier meat birds. Whichever you prefer, birds for meat or birds for eggs, you can get them with absolute certainty by ordering Rusk's Rhode Island Reds, non-sexed or sexed, day-old or two weeks old.



SEE THE PRICE LIST ENCLOSED FOR RUSK'S FAMOUS GUARANTEES

Rusk's Rose Comb White Wyandottes

Year Around Layers and Meat Birds



The rounded, plump bodies of these beautiful white birds make them ideal for broilers early in their development. Their yellow skin, size and meat quality consistently puts them at the top of the dressed fowl market.

In addition to the meat qualities of Rusk White Wyandottes, we have through our breeding program developed egg laying ability in this breed. They mature early, begin to lay early and are gentle and easy to handle.

The opportunity for a definite two-way income from your Rusk White Wyandottes makes them particularly attractive if you order them as sexed day-old or two-week-old pullets or cockerels.

If your winters are severe or are subject to frequent changes in temperature, we recommend a rose comb bird. With great confidence, we recommend Rusk White Wyandottes regardless of whether you prefer poultry income from meat or egg sales.

Standard Weights

Cock	8½ lbs.	Hen	6½ lbs.
Cockerel	7½ lbs.	Pullet	5½ lbs.

Rapid Development and Livability of Rusk White Wyandottes

Clifford L. Stevens of York, Nebraska, raised 96% or 383 Rusk White Wyandottes out of an original order of 400 chicks to ten weeks old. His White Wyandottes averaged 2.20 pounds at ten weeks.

This is just one of the many fine reports that we have received from Rusk White Wyandottes raised by actual poultry raisers in their own equipment. That is the final test of the livability and earning power of poultry. We know that Rusk White Wyandottes will meet this test to your complete satisfaction.

Rusk's Silver Laced Wyandottes

One of the Oldest Standard Bred Fowls

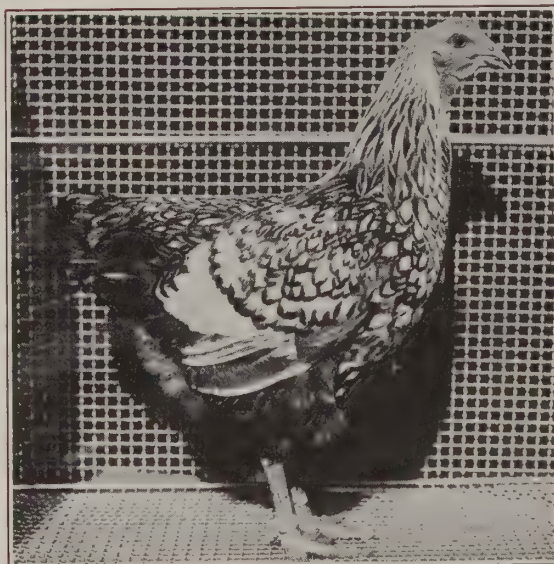
The Silver Laced Wyandottes are one of the oldest standard bred fowls. The beautiful silver-white and lustrous green markings of the breed have won the favor of thousands of successful poultry raisers. Underlying this beauty, however, are substantial qualities of egg and meat production that have definitely established the earning power of Silver Laced Wyandottes.

They are an in-between weight bird and are excellent for both broilers and heavier meat birds as well as dependable producers of eggs.

Order Rusk Silver Laced Wyandottes non-sexed or sexed day-old or two-week-old pullets or cockerels. By ordering sexed Silver Laced Wyandottes, you can concentrate your equipment at the proper times on both the meat and egg producing abilities of this old, favorite breed.

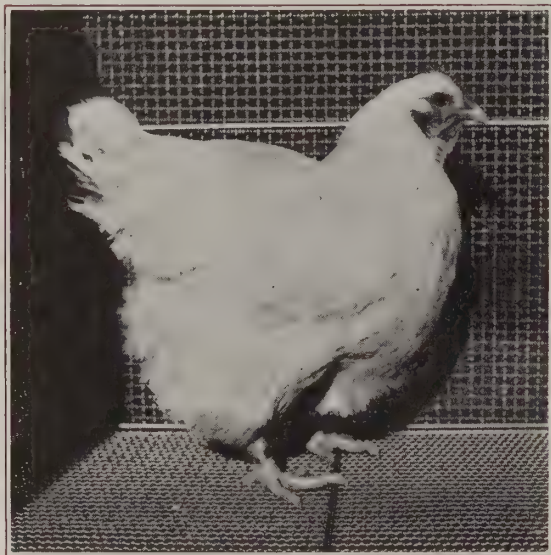
Standard Weights

Cock	8½ lbs.	Hen	6½ lbs.
Cockerel	7½ lbs.	Pullet	5½ lbs.



Rusk's White Orpingtons

Noted for Their Winter Egg Laying Ability and Meat Qualities



Rusk's White Orpingtons have all of the well developed characteristics of the breed that make them particularly attractive to the poultry raiser who is a specialist in meat production.

They are pure white with a skin that dresses beautifully for the broiler and heavier bird meat market. They mature early, usually making excellent broilers in eight to ten weeks under average actual farm conditions.

F. H. Barber of Owanka, South Dakota, raised 92 of our White Orpingtons out of 100 to ten weeks. At ten weeks they averaged 2.44 pounds. That is a remarkable gain and definitely offered Mr. Barber the opportunity to sell his White Orpingtons on the broiler market if he wished.

Rusk White Orpingtons are excellent winter layers, a quality that we have been steadily emphasizing in our breeding program. Their laying ability is affected only very slightly by the most severe temperatures.

Order Rusk White Orpingtons non-sexed or sexed day-old or two-week-old, either pullets or cockerels. You can not only order the breed you want from Rusk,

but you can order the sex you want with perfect confidence that you will get exactly what you ordered. Our guarantees protect you.

Standard Weights

Cock	10 lbs.	Hen	8 lbs.
Cockerel	8½ lbs.	Pullet	7 lbs.

Rusk's Buff Orpingtons

Sure Producers of a Two-Way Poultry Income . . .

Rusk's Buff Orpingtons, birds of English origin, are larger than any of the American general purpose fowls except Rusk's White Jersey Giants. Because of their size they are a great meat producing breed that has the added advantage of proved egg laying ability.

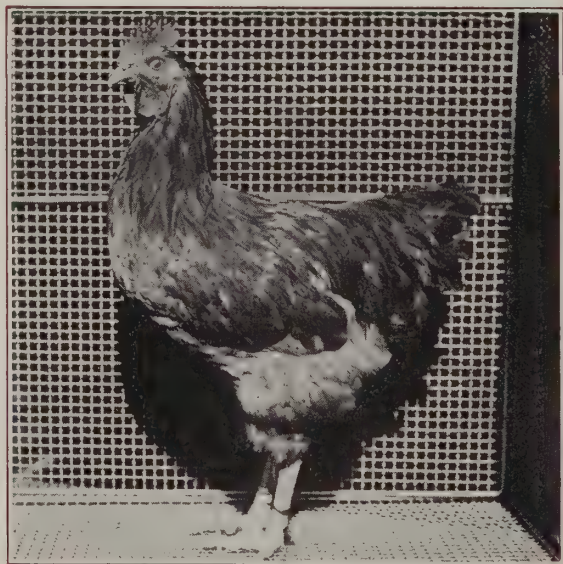
They are great winter layers, particularly if matured early. Order your Rusk Buff Orpingtons early and they will develop rapidly. You will then be assured of layers that will continue their production during the cold months when it counts most on your poultry check.

Rusk Buff Orpingtons offer an excellent opportunity to take advantage of Rusk's Sexing Service. You can order Rusk's Buff Orpington sexed day-old or two-week-old cockerels or pullets and thereby devote your time, equipment and investment to just the type of poultry production that you prefer.

In our breeding program we have selected our Buff Orpingtons carefully to emphasize their egg laying ability and their meat producing qualities. Our Buff Orpingtons have the rich, golden buff plumage, single combs, bright red wattles and ear lobes, long plump bodies, broad backs and full breasts that are characteristics of the finest specimens of the breed.

Standard Weights

Cock	10 lbs.	Hen	8 lbs.
Cockerel	8½ lbs.	Pullet	7 lbs.



ORDER RUSK'S SEXED DAY-OLD OR TWO-WEEK-OLD CHICKS

You Can Order Rusk's Reliable Chicks in Three Quality Grades

The 7-Point Rusk Method of producing Rusk's Reliable Chicks has definitely established a standard whereby the grades of Rusk's Chicks are determined.

The essential differences between the three grades are determined by Point 1 in the Rusk Method, which is our Breeding program. Those differences are explained in detail on pages eight and nine.

The real difference between the three grades we offer are based on the breeding stock itself. We know that the breeding in our three grades definitely influences their earning power. That is the reason that we selected the males and females producing each of our grades the way we do. So the differ-

The differences between the grades offered on this page are definitely established by Rusk's breeding program explained in detail on pages 8 and 9.

All grades are covered by Rusk's famous guarantees.

ences between our grades lie in what the ancestry of the chicks in each grade indicates that they can do in returning a profit to you.

All grades of Rusk's Reliable Chicks receive exactly the same treatment under 6 Points of the Rusk Method. The differences between the grades are fixed by Rusk's breeding program.

We know that whichever grade you order, that Rusk's Reliable Chicks will be exactly as represented by these grade classifications.

Order Rusk's Reliable Chicks produced by the 7-Point Rusk Method. They are bred and produced to live, mature early and earn a profit for you.

RUSK'S AAA GRADE

Rusk's AAA Grade chicks are the very finest product of our culled, blood-tested, egg-bred flocks. The hens in these flocks are trapnested and headed by cockerels and cock birds out of our AAAA Grade matings. (See pages 8 and 9.) Only hens of the highest trapnest record, according to our breeding program, are retained in these AAA Grade flocks to produce Rusk's AAA Grade chicks.

Rusk's AAA Grade chicks are the very finest quality that our many years of experience in selection and breeding can produce. These high quality chicks will stand out as leaders in the poultry world

and are offered to you at a price that will make your original investment no greater than for many chicks of far less quality.

We are proud of Rusk's AAA Grade chicks, and we know you will be. Send us your order early, keep a record of your costs and returns and prove to yourself that quality always pays. We can highly recommend this stock for establishing new flocks or producing your next year's cockerels. They will greatly increase the egg laying ability of your flock, as well as improving the type and color markings. See price list enclosed.

RUSK'S AA GRADE

Rusk's AA Grade chicks are from long established Rusk breeder flocks that have been repeatedly culled and blood tested. Many of the hens in this mating are two, three and four years old, and have shown records of consistent and dependable egg production. The cockerels heading these flocks are from our AAA Grade mating. The hens and cockerels of these flocks are true to type and are the

direct product of our careful culling and blood-testing for the past eleven years. Rusk's AA Grade chicks are all produced under the 7-Point Rusk Method program and are high quality chicks. The breeding and hatching methods used at Rusk Poultry Farm and Hatchery combine to make our Rusk's AA Grade chicks a superior value and a sure road to poultry profits.

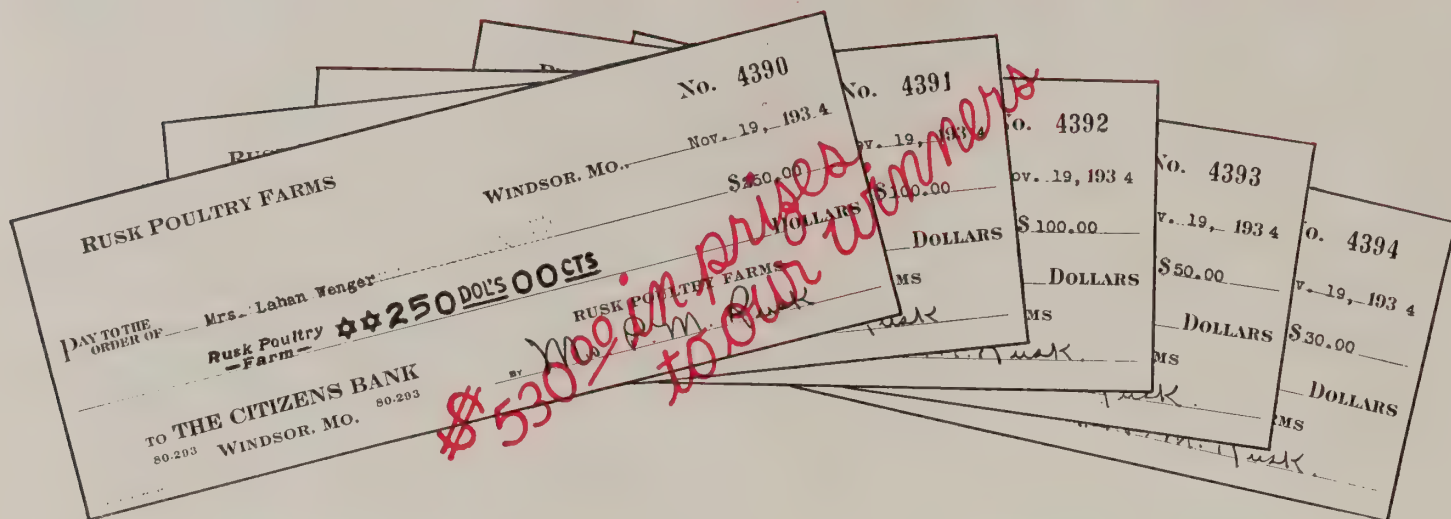
RUSK'S A GRADE

The hens in these flocks are good standard type birds. They have been carefully selected through rigid culling for color type and egg capacity and blood-testing. A Grade flocks are headed by choice quality, vigorous cockerels from our AA Grade matings.

Your Rusk's A Grade chicks will develop into far better than average pullets that will show excellent egg production. We have received thousands of letters testifying to the success of our customers with Rusk's A Grade chicks. In the field of utility chicks they are without an equal.

PLACE YOUR ORDER EARLY FOR AAA AND AA GRADES

\$1250⁰⁰ CASH PRIZES AW IN RUSK'S 1934 CHICK



FIRST PRIZE \$250.00

MRS. LEBAN WENGER, PENNSYLVANIA

SECOND PRIZE \$100.00

MRS. F. GREGOR, OREGON

PROMPTNESS PRIZE \$100.00

MRS. LEBAN WENGER, PENNSYLVANIA

THIRD PRIZE \$50.00

MISS GRACE SEVER, MISSOURI

FOURTH PRIZE \$30.00

MRS. JOSEPH PITTS, UTAH

WINNERS STATE PRIZES

FIRST PRIZE \$10.00

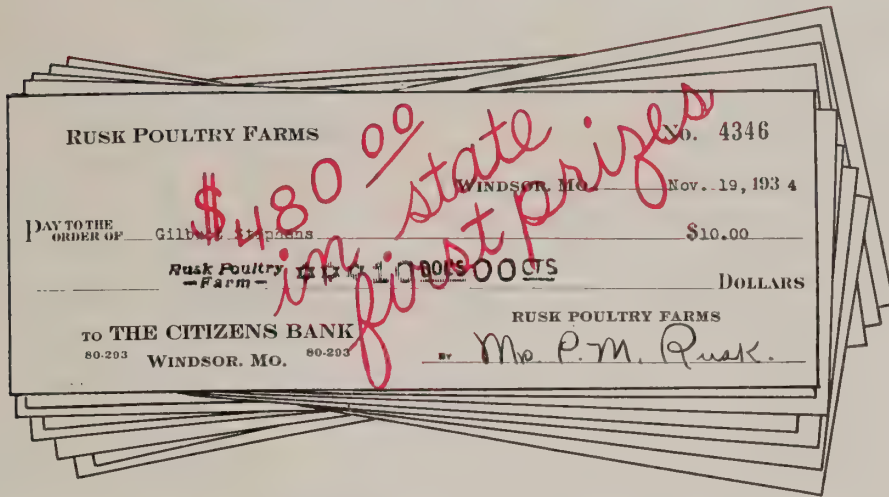
Tony Sulkosky, Pennsylvania
Mae Smee, Alabama
Castella Heiser, Kansas
Earl Mathieu, Montana
Herman B. Walker, Ohio
G. W. Smith, Tennessee
Alvin Barber, South Dakota
A. Tracy Wilbur, Connecticut
P. R. Thomson, Maryland
John H. Dixon, New Hampshire
Milton G. Smith, Wisconsin
Mary Williams, Indiana
C. C. McGee, Utah
Royal H. Walsh, Washington
Bessie J. Webb, Virginia

Ed Olson, Nebraska
E. W. De Fratic, Wyoming
Effie M. Shields, Maine
J. M. Smaak, S. Carolina
Howard Snyder, Michigan
I. D. Rickey, New Mexico
I. D. Bowen, Texas
Edna Coyle, New York
B. J. Woody, N. Carolina
Ancel J. Luce, Iowa
H. D. Barclay, Oklahoma
Peter P. Berezny, Florida
F. F. Esely, Colorado
Henry F. Luther, Illinois

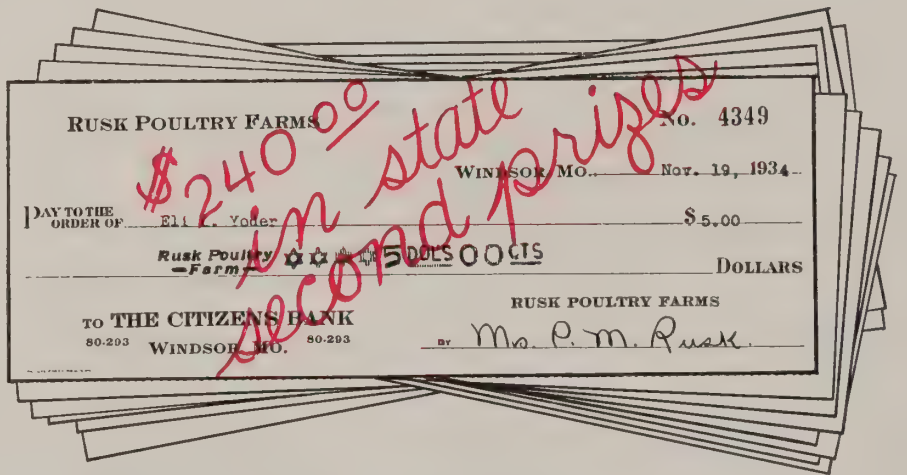
Lillian Simmers, W. Virginia
Myrtle Erwin, Arkansas
G. E. Fugitt, Kentucky
Jennie B. Church, Georgia
Herbert N. Johnson, Minnesota
Geo. F. Kaar, California
L. G. Ludtke, Idaho
Hattie Flesher, Missouri
James Spratt, New Jersey
M. J. Carley, Mississippi
J. C. Brown, Oregon
Lloyd Miller, North Dakota
T. J. Williams, Vermont
Gilbert Stephens, Louisiana
Edward P. Terrell, Massachusetts

WIN A BIG CASH PRIZE IN RUSK'S 1935 CHICK GROWING CONTEST

AWARDED TO 101 WINNERS GROWING CONTEST



experts in the poultry and accounting fields. They had but one purpose: to find the winners of each one of the 101 prizes offered in the contest. We are glad to present the names of the winners and to congratulate each one of these winners on the excellent records shown by their reports. We also want to congratulate the hundreds of other contestants whose reports showed excellent records. Particularly do we want to thank every contestant for their interest and extend to them a cordial invitation to join in our 1935 Chick Growing Contest.



On the following pages we present some startling facts gained from an analysis of the Contest Reports.

WINNERS STATE PRIZES

SECOND PRIZE \$5.00

Louis Komenda, Pennsylvania
Hiram Komenda, Pennsylvania
J. W. Bear, Kansas
R. F. Jenny, Montana
L. J. Spillman, Ohio
E. J. Gilbreath, Tennessee
F. H. Barber, South Dakota
Herbert Hopkins, Connecticut
Eli L. Yoder, Maryland
Daniel G. McCoy, New Hampshire
Leonard Boyer, Wisconsin
Tom Durbin, Indiana
Andrew Jacobsen, Utah
A. Zolt, Washington

Cora Wamsley, Virginia
Clifford L. Stevens, Nebraska
U. G. Loveitt, Maine
H. H. Settle, S. Carolina
R. S. McKinney, Michigan
J. A. Tessman, New Mexico
E. Harrell, Texas
O. M. Barner, New York
W. E. Walker, N. Carolina
Henry A. Denio, Iowa
F. B. Long, Oklahoma
Ed Leining, Florida
W. A. Barnett, Colorado
R. Cargill Finley, Illinois

Bill Lawson, W. Virginia
Jorday H. Brantley, Arkansas
Ambrose Wagen, Kentucky
J. J. Johnston, Georgia
Carlton Lindstrom, Minnesota
A. G. McHale, California
Fred Nevenschwander, Idaho
Fred Cervinka, Missouri
Margaret Tonjes, New Jersey
C. Arthur Heinsleigh, Mississippi
Edw. Spriggs, Oregon
E. D. Comstock, North Dakota
Gilbert Stevens, Louisiana
F. F. Chancey, Massachusetts

SEE THE FOLLOWING PAGE FOR MORE INFORMATION ABOUT 1934 CHICK GROWING CONTEST

Important Facts

About Rusk's Reliable Chicks Proved By 1934 Chick Growing Contest Reports

The purpose of our 1934 Chick Growing Contest was to determine the record that would be made by Rusk's Reliable Chicks for a ten-week period under actual farm conditions. We wanted to secure positive evidence that would support our claims for the livability, early maturity and producing ability of Rusk's Reliable Chicks.

We knew that the 7-Point Rusk Method, which we have been following for a number of years, was designed to develop exactly those qualities. We knew that through the years we had received thousands of letters telling us of the unusual records being made by owners of Rusk's Reliable Chicks.

We believed that poultry raisers themselves would be interested in keeping records on the development of their chicks. We believed that keeping those rec-

ords would induce each poultry raiser to try to make the best possible record. In making that record, the poultry raiser would gain the reward that always follows the proper care of Rusk's Reliable Chicks, plus the opportunity to win one of the big cash prizes offered in the contest.

The response of poultry raisers everywhere to compete in this contest was tremendous. The contest rules were simple and clear cut. The prizes offered were large. The contestants were supplied with Two Contest Reports. These reports, when properly filled out and completed, told the actual story of the development of Rusk's Reliable Chicks for a ten-week period.

From these reports, made by poultry raisers, not by Rusk, we have learned the following facts:

45 States had contestants entered. Contestants from all of these states finished in the contest and received prizes.

98½% of all of Rusk's Reliable Chicks entered in the contest arrived at their destination alive.

96% of the total number of chicks received by the prize winners were raised to ten weeks old.

2.31 pounds was the average weight, at ten weeks, of all the chicks raised by the prize winners.

14 breeds, the total number of breeds that we hatch, were represented in the contest. The remarkable average weight of 2.31 pounds at ten weeks included Mediterranean, or the so-called "light" breeds and the heavy breeds.

What These Figures Show

These figures, based on actual records made by poultry raisers in forty-five states, prove that Rusk's Reliable Chicks will reach you safely and that they have the vigor to live and develop quickly.

We know that the egg laying ability and the meat producing qualities developed by our breeding program provide Rusk's Reliable Chicks with the kind of breeding that means profitable production for you.

But your real profit comes from how fast you can get that profit and how surely you can get it. The primary consideration is that your chicks must live if they are going to pay you a profit. They must then have the ability to *produce*.

The record of these contestants proves that Rusk's chicks *do* live and mature early. Rusk's breeding program and our customers' reports establish their ability to produce the eggs and meat that means net cash in your pocket.

DECIDE NOW TO ENTER RUSK'S 1935 CHICK GROWING CONTEST

Rusk Now Offers . . .

Success Chick Concentrate



The Basic Elements of the Same Feed Used in Brooding Rusk's Started Chicks

IN our brooding of hundreds of thousands of Rusk Started Chicks we have proved the absolutely vital importance of the proper feed in starting chicks on the road to early maturity and quick returns from egg and meat sales.

Repeated requests for information about the feed we use in our brooder plant caused us to start the development of a concentrate that would contain the basic elements of the feed we use and which would be practical for shipment to poultry raisers everywhere.

After most careful tests of Success Chick Concentrate, we now offer it to you as a concentrated high protein, mineral and vitamin feed which you can mix with your own grains. The resulting feed will then be a scientifically balanced ration similar to that which we have used for a number of years in our brooding plant.

20 lbs. of Success Chick Concentrate Mixed With Your Own Grains Makes 100 lbs. of Successful Chick Starter

Our Special Introductory Offer of 20 pounds of Success Chick Concentrate will make 100 pounds of chick starter. Success Chick Concentrate should be mixed with 40 lbs. of finely pulverized yellow corn and 40 pounds of gray wheat shorts or middlings.

Our Special Introductory Offer of 20 pounds of Success Chick Concentrate will make 100 pounds of chick starter. Success Chick Concentrate should be mixed with 40 lbs. of finely pulverized yellow corn and 40 pounds of gray wheat shorts or middlings.

In addition to your grains, that 100 pounds of feed will contain the highly concentrated minerals, cod liver oil, dried milk, pulverized alfalfa, meat and fish products and other elements that insure the fastest development of chicks.

We recommend Success Chick Concentrate to our thousands of customers. We have proved by

tests for livability, development and gain in weight that this feed is most efficient.

\$2³⁵
Postpaid to You
anywhere east of the
Rocky Mountains.
\$2.75 west of the Rocky
Mountains.
Send \$1.00 with Order
Balance C. O. D.

Take advantage of this opportunity to know that you are using a feed that has proved its efficiency in the brooder house at Rusk Poultry Farm and Hatchery, one of America's largest and most successful producers of started chicks.

For prices on larger quantities, write us. Success Chick Concentrate is not offered for resale to dealers. It is offered by Rusk

Poultry Farm and Hatchery direct to poultry raisers for their own chicks.

Proper Feeding Makes Bigger Poultry Profits

In our Brooder Plant we have proved the vital importance of feed in determining the development of baby chicks.

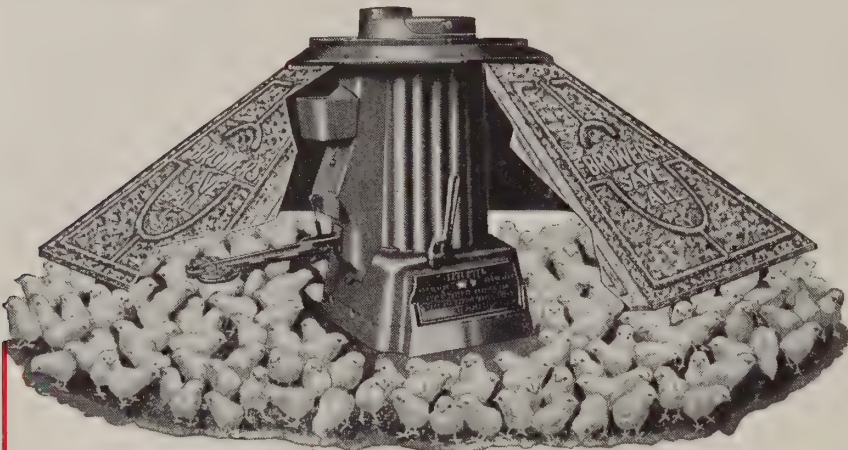
For rapid bone growth, early feathering and quick maturity, the selection of a balanced ration

is desirable. There are good feeds on the market in every section of the country. We are recommending Success Chick Concentrate because we have found it highly satisfactory in the production of Rusk's Started Chicks.

ORDER RUSK'S SEXED DAY-OLD OR TWO-WEEK-OLD STARTED CHICKS

BUY WITH CONFIDENCE—

“Big Chief” Coal Brooder



The above illustration shows the Ventilated Canopy Ring feature. Note also the large fuel door. Takes coal directly from the scuttle.

Burns hard coal, soft coal or coke. Special humidifier water pan is correctly placed on the side of stove where it can completely humidify the air under the canopy. It keeps chicks healthy, saves fuel and aids in feathering. Adjustable ventilator in canopy ring provides for all weather conditions and assists in regulating heat. Overside fire barrel carries a 3-YEAR GUARANTEE against burning out. Its fluted design doubles heat radiation surface. Feeds fuel down without clogging. Removable, self-cleaning baffle plate stops accumulation of soot. Thermostat maintains accurate temperature. By-Pass channel provides continuous circulation of fresh, pure, warm air under canopy.

Holds fire 30 hours or longer. The heavy, side-rocking grates are GUARANTEED FOR ONE YEAR. Extra large ash pit with bottom raised 2 inches from the floor. No danger even if stove is set directly on wood floor. The ventilated base allows air to pass between floor and base bottom. The galvanized steel canopy revolves and tilts for convenience. Capacity based on day-old chicks. 5-inch Pipe Collar.

HIGH IN VALUE—LOW IN PRICE
FREIGHT PAID TO YOUR CITY

No.	Dia. of Canopy	Day-Old Chick Capacity	Dia. Grate	Coal Capacity	Weight	Price Freight Paid
982	56 in.	1000	11 in.	52 lbs.	133 lbs.	\$19.80
983S	56 in.	1200	13 in.	77 lbs.	147 lbs.	22.50
983	65 in.	1500	13 in.	77 lbs.	153 lbs.	24.45

CHAMPION DOUBLE WALL FOUNTAIN
For Chicks, Broilers and Pullets



A first-class, sanitary Fountain of the popular two-piece style. Can be used the year round. Outer can lifts off, making it the handiest of all fountains to clean and fill. Absolutely trouble proof. Automatic self-closing brass spring valve regulates the flow of water—and shuts off the water supply when outside can is removed. Cans lock together securely. Drinking pan of tapered design, with full curled edge. Roost-proof top. Built throughout of heavy galvanized iron and trimmed in red enamel. Be sure to order some of these Cleanable Fountains, for your chicks—to do well—must be supplied with plenty of pure, fresh water at all times.

SPECIFICATIONS

No.	Capacity	Weight Each	Price Each
2D1 Fountain.....	1 Gallon	5 lbs.	\$.85
2D2 Fountain.....	2 Gallon	6 lbs.	1.15
2D3 Fountain.....	3 Gallon	7 lbs.	1.40

If the above Fountains and Feeders are ordered in Combination Offers, WE PAY FREIGHT CHARGES

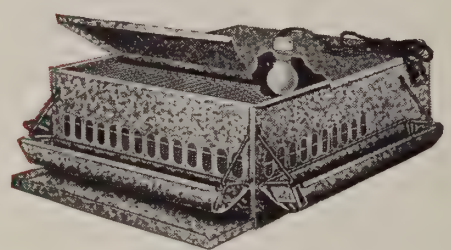
A Word to Our Customers:

We are agents for the celebrated BROWER SAVE-ALL LINE OF POULTRY SUPPLIES. We have investigated the market carefully and we find the SAVE-ALL LINE the best merchandise and the biggest values for the money—so we have chosen them for you. On these two pages are grouped our selections and we do not hesitate to recommend them to you.

SOLD ON 30 DAYS' FREE TRIAL

Unquestionably, this is the world's greatest coal brooder. A masterpiece of engineering achievement. A marvel of convenience and accessibility. You don't have to baby this brooder. It is built big and massive, 100% more efficient and economical. Infinitely safer and more trustworthy. None of the common faults of old style brooders have been allowed to mar its excellence. All objectionable features have been eliminated.

ECONOMY
ELECTRIC BROODER
FOR SMALL BROODS



ONLY \$4.45

Capacity 50 to 75 day-old chicks. All galvanized metal construction. Very sanitary. Mesh floor and metal clean-out tray are removable for cleaning. Equipped with 3 outside feed and water troughs. Feed holes with wire guard are adjustable for chicks of various ages. Hinged metal cover. Wire screen in top provides additional ventilation, when needed, and is removable for catching chicks, 6 ft. cord supplied. For 32 or 110 volt. Size 20x24 in. Weight 20 lbs.
No. 104 Brooder, less bulb, each.....\$4.45
No. 104B Brooder with Violet Light Bulb, 60 watts..... 4.95
Specify voltage.

SANITARY FEEDER OR WATERER



Suitable for chicks, broilers or pullets. Can be used as a waterer, or for feeding dry or wet mash. Heavy galvanized steel construction with ends soldered water tight. Stand has separate adjustments over a 2-inch range. Adjustable, revolving metal reel. Trough 4½ inches wide and 2 inches deep, with ½-inch lip which prevents feed waste. Height, with trough raised, 7 inches.

No.	Length	Weight Each	Price Each
224W Feeder.....	24 in.	5 lbs.	\$.60
236W Feeder.....	36 in.	6 lbs.	.80
249W Feeder.....	48 in.	7 lbs.	.90

... BROOD WITH SUCCESS

**"The Greatest Brooder Perfected to Date—
Lost only 2 Chicks out of 500"**

Gentlemen:

The Imperial Twin Blast is the "last word" in Brooders. It maintains the heat within one-half the desired degree at all times, regardless of outside weather conditions. I have used lots of Brooders of different makes in the past several years, but think your Drum Type Brooder the greatest Brooder that has been perfected up to this time. I lost only two chicks out of 500.

H. H. L., Pennsylvania.

The Ideal Brooder for cold weather brooding. Warms the whole house. No cold corners—No huddling—No crowding. 100% efficient and economical. Makes chick raising easy.

Imperial Twin Blast Drum Type Oil Burning Brooder

**SOLD ON
"30 DAYS"
FREE TRIAL**



8-Gallon
Tank
With Brass
Screen



WARMS THE ENTIRE HOUSE—ABSOLUTELY SAFE

By all odds the best constructed and most efficient drum type Oil Brooder on the market. Especially recommended for cold climates and early brooding. You can hardly afford to entrust a brood of expensive chicks to a less capable and less trustworthy brooder. Produces a tremendous amount of heat and runs with the very minimum of care and attention. The Automatic Thermostat controls the flow of oil to burner and maintains the correct brooding temperature, regardless of weather changes. Burns 38-40 distillate, cheap fuel oil, or coal oil. Uses only 2 to 3 gallons in 24 hours. No smoke,

fumes, gas or soot. No floats or leveling device to get out of order.

The easiest of all drum brooders to clean. Just turn the handle on top and the burner is cleaned of soot and carbon. The base and burner are well built of heavy cast iron. Heating drum is of blue steel. Galvanized steel canopy. 8-Gallon oil tank. 5-Inch pipe collar and automatic draft adjuster. Supplied with 48-inch length of copper tubing from tank to valve, and fitted with a safety overflow feature. *In figuring the capacity, allow one square foot of floor space for four chicks. For example, a house 10x10 ft. will accommodate 400 chicks.

ECONOMICALLY PRICED—FREIGHT PAID TO YOUR CITY

No.	With	Dia. Canopy	Dia. Drum	For Houses Up to	*Chick Capacity	Weight	Price Freight Paid
1830	1-piece Hood	30 in.	18 in.	10 x 12 ft.	300 to 1000	50 lbs.	\$13.50
1845	6-piece Canopy	45 in.	18 in.	10 x 12 ft.	300 to 1000	60 lbs.	15.45
1856	6-piece Canopy	55 in.	18 in.	10 x 12 ft.	300 to 1000	67 lbs.	16.80
2456	6-piece Canopy	56 in.	24 in.	12 x 16 ft.	300 to 2000	112 lbs.	19.80
2465	6-piece Canopy	65 in.	24 in.	12 x 16 ft.	300 to 2000	120 lbs.	21.75

SPECIAL COMBINATION OFFERS!

To assist our customers, who may not know the proper equipment to use for the care of their chicks—we are listing below three Combination Offers of Equipment which we know will raise the greatest number of chicks to broilers and layers, in the shortest possible time, and at the lowest cost for feed, fuel and labor. All of this equipment has been thoroughly tested out at our Poultry Farm and has been found 100% satisfactory in every respect.

No. 1	SPECIAL COMBINATION OFFER—Equipment recommended for brooding and caring for 100 to 150 chicks to broiler age.			
	1 No. 1830	Imperial Twin Blast Brooder.....	\$13.50	
	1 No. 5794S	Brooder Thermometer.....	.45	
	2 No. 249W	48-inch Sanitary Feeders.....	1.80	
	2 No. 2D1	1 Gallon Double Wall Fountains.....	1.70	

\$17.45

No. 2	SPECIAL COMBINATION OFFER—Equipment recommended for brooding and caring for 200 to 300 chicks to broiler age.			
	1 No. 1845	Imperial Twin Blast Brooder.....	\$15.45	
	1 No. 5794S	Brooder Thermometer.....	.45	
	4 No. 249W	48-inch Sanitary Feeders.....	3.60	
	2 No. 2D2	2 Gallon Double Wall Fountains.....	2.30	

\$21.80

No. 3	SPECIAL COMBINATION OFFER—Equipment recommended for brooding and caring for 350 to 500 chicks to broiler age.			
	1 No. 1856	Imperial Twin Blast Brooder.....	\$16.80	
	1 No. 5794S	Brooder Thermometer.....	.45	
	6 No. 249W	48-inch Sanitary Feeders.....	5.40	
	3 No. 2D2	2 Gallon Double Wall Fountains.....	3.45	

\$26.10

For best results, when brooding over 500 chicks, we recommend using two Brooder Combinations listed above.

Where the brooder house or room is over 14 ft. square, we recommend the use of the No. 2456 Brooder in any of the above combinations. Therefore, when placing order for the larger size Brooder, remit the amount of difference between the price of No. 2456 Brooder (\$19.80) and the price of Brooder listed in the combination desired.

If a Big Chief Coal Brooder is desired in place of the Twin Blast Oil Brooder, we recommend using the No. 982 Brooder priced at \$19.80. When ordering this Brooder, remit the difference between the price of \$19.80 and the price of the Brooder listed in the combination desired.

FREIGHT PAID TO YOUR CITY ON COMBINATION OFFERS

Protect the Health of Rusk's Reliable Chicks With I. D. Russell Remedies

Rusk's Reliable Chicks, produced by the 7-Point Rusk Method, inherit the qualities of rugged health, strength and vigor. Those are the qualities that Rusk's Reliable Chicks have when you receive them. It is of vital importance that you protect these qualities which insure the earning power of your chicks.

In flock work for the past two years we have used the remedies manufactured by the I. D. Russell Company. During this time, we have sold these remedies in great quantities to our customers. Our own experience and the experience of our customers has proved to us that I. D. Russell Company remedies are strictly dependable and that they will do exactly as represented.

Three Big Remedies

You play safe when you use these reliable, time-tested products. They are offered to you on the basis of your complete satisfaction or we will return your money.

In every extensive test where these Remedies have been used they have proven reliable and effective. The most outstand-

ing contest ever held regarding worm treatments was conducted by the Poultry Tribune in 1932. Users of Russell's WormR Tablets took this contest by being awarded 6 of the first 12 Cash Prizes, including First Prize.



WormR Tablets and Powder

There are two recognized methods to worm fowls—one is a tablet and the other is a powder. The WormR Powder is all right for fowls that are in fair condition and eat readily. The WormR Tablet is best for fowls that are badly infested. You are safe in using either one of these products for your poultry. They do not set back young stock or knock egg production. They have proven superior, yet are priced under most worm treatments.

PRICES: 100 WormR Tablets, **\$1.00**; 1,000 WormR Tablets, **\$9.00**; Chick Size Tablets, 200, **\$1.00**; WormR Powder, enough for 80 hens, **65¢**; WormR Powder, enough for 160 hens, **\$1.00**.

Korum The Wonder Worker In the Drinking Water

Korum is not an experiment—it has proved its value in our work with over 400 flocks. Furthermore our customers have reported uniformly satisfactory results.

Tests under the most adverse conditions have proved that this great scientific liquid, placed in the drinking water, does assist in reducing losses in baby chicks and older fowls.

We have found Korum effective and recommend it for the prevention and treatment of simple diarrhea, intestinal disorders and colds caused by improper feeding or improper housing.

We recommend Korum for the first two weeks in starting your chicks. You will also find Korum excellent to use before and after worming mature birds.

If you are not entirely satisfied with Korum, your money will be refunded.

PRICES: 1/2-Pint Bottle, **65¢**; 1-Pint Bottle, **\$1.00**; 1-Gallon, **\$5.00**.



Revenge Lice Destroyer

Kills All Kinds of Lice That Live on Poultry

Millions of dollars have been saved Poultry Owners since 1913, when the wonderfully effective REVENGE Lice Destroyer was first offered the public. Repeated tests in hundreds of thousands of Poultry Pens all over the United States have proven it is the best. REVENGE IS SAFE, DEPENDABLE and SURE! On merit alone it has won the confidence of users and is universally recognized by those best qualified to judge as the GREAT LICE DESTROYER. REVENGE Lice Destroyer is used in nests, in dusting boxes (where fowls wallow), or can be used direct on fowls. REVENGE is just as effective for lice on all kinds of stock or for Fleas on Dogs. A test with REVENGE proves its effectiveness to anyone.

SEED CORN, ETC.—REVENGE is one of the best products to be used with seed corn, beans, peas, etc. It usually prevents gophers, squirrels, moles and crows from eating the seed. One-quarter pound is sufficient for one bushel of seed corn.

PRICES: 1 1/2-Pound Can, **65¢**; 3-Pound Can, **\$1.00**; 6-Pound Can, **\$1.75**; 25-Pound Pail, **\$6.25**.



ALL PRICES ON THIS PAGE ARE POSTPAID TO YOU

Excellent Railroad Service Insures Efficient Shipment of Your Order



A shipment of Rusk Started Chicks being loaded for transportation to every State in the Union. This is a typical daily scene during the hatching season.

Windsor, Missouri, home of Rusk Poultry Farm and Hatchery, is centrally located between Kansas City and St. Louis on the main line of the Rock Island and the M.K.T. railways.

Both of these railways offer excellent shipping facilities and fully co-operate to insure the prompt, efficient handling of the tremendously great number of day-old and started chicks that Rusk ships every year. The volume of our shipments is so great that an express car as shown in the illustration at the right, is sidetracked to make possible the very best service to our thousands of customers.



Suggestions on Ordering Rusk's Reliable Chicks

1. Place your order early. We solicit your order now for immediate booking and we will ship the chicks at the time you specify on your order. By having your chicks shipped early you will be insuring yourself of early broilers and egg production. Early chicks mean early profits. A certain profit and a quick one is always the best profit.
2. Please write your name and address **PLAINLY**. That helps us to give you the prompt service you deserve.
3. Make all checks payable to Rusk Poultry Farm and Hatchery. Address the envelope or card to Rusk Poultry Farm and Hatchery, Windsor, Missouri. If you send too much money, the amount due you will be refunded to you without delay.
4. It is best to send money by postal or express money orders or by certified check. If you send cash, be sure it is sent by registered mail.
5. Rusk Poultry Farm and Hatchery protects you on price. If you order chicks for future delivery and the price drops, you will be charged at the new low price effective on the date of shipping. If the prices go up, you will be charged only the original price effective at the time you placed your order.
6. You may send your order for any number of chicks for future delivery for only \$1.00 down.
7. We are here to co-operate fully and honestly with you in all matters concerning your order. You may send your order to Rusk Poultry Farm and Hatchery and know that you will receive a completely square deal in all matters.
8. Please show clearly the number, breed, age, grade, method of shipment and delivery date of the chicks you want. That will help us greatly in giving you better service.

Order Rusk's
Sexed
Day-Old or
Started
Chicks Today

SEND YOUR ORDER IN THE ENVELOPE ENCLOSED. NO POSTAGE REQUIRED.

What Rusk Poultry Farm and Hatchery

OFFERS YOU!

- 1—Rusk's Reliable Chicks produced by
the 7 Point Rusk Method**
 - (a) A breeding program based on 20,000 trapnested
breeding hens
 - (b) Blood tested flocks for 11 years
 - (c) Flocks culled by licensed Missouri Inspectors
 - (d) Balanced feeding for flocks
 - (e) Scientifically Controlled Hatching
 - (f) Brooder test for livability
 - (g) Strict Sanitation
- 2—Rusk Sexed Straight Breed Day-Old
Chicks**
- 3—Rusk Two-Week-Old Started Chicks**
- 4—Brooder Equipment.. Feed Concentrate
.. Remedies**
- 5—Thirty-three years of practical, success-
ful experience in the poultry business**
- 6—A record of honest dealing in supplying
millions of chicks to thousands of poul-
try raisers throughout every State in the
Union, Canada, Mexico and Panama**

**Whatever Your Chick and Poultry Requirements, You Can Be
Served By This One Organization. Order From Rusk . . .**

ORDER TODAY!

ORDER BLANK

RUSK POULTRY FARM
and Hatchery
Windsor, Missouri

Date _____

Gentlemen: Please place my order for Chicks as follows. I understand that you guarantee complete satisfaction and that all chicks included in this shipment will be exactly as represented in your literature.

NAME _____
Write Plainly

POST OFFICE _____

NEAREST EXPRESS OFFICE _____

R. F. D. OR STREET _____

STATE _____

DATE CHICKS ARE WANTED _____

NUMBER	VARIETY	Grade	Age	Price	
SECOND CHOICE		Total Amount			
		Amount Enclosed			
		Balance Due			

IMPORTANT NOTICE

IF YOU WANT THIS ORDER OF RUSK'S RELIABLE CHICKS
ENTERED IN OUR 1935 CHICK GROWING CONTEST, CHECK HERE.....

FEB 10 1935

\$2,250 Cash Prizes \$2,250

Two Big Contests . . . Read Contest Rules Enclosed

PRICES

For Rusk's Reliable Chicks

Offered Under the Terms of Two Convenient Plans:—

PREPAID PLAN

Send \$1.00 deposit with any size order; balance to reach us 10 days before acknowledged shipping date, we to prepay all shipping charges on day-old and started chicks. These terms also apply to Rusk's sexed chicks. See sexed chick price list enclosed.

C. O. D. PLAN

Send one cent per chick with your order; balance due plus shipping charges which you are to pay C. O. D. These terms also apply to Rusk's sexed chicks.

NOTICE

On orders for less than 100 day-old or two weeks old chicks, add 2 cents per chick to the prices quoted in this price list.

All started chicks must be shipped by Express. Please state your nearest Express Office.

All Prices Quoted in This List Are Prepaid Prices

under the terms of our Prepaid Plan explained above. Take advantage of our Prepaid Prices. They are your *total delivered* cost. There is nothing more for you to pay when you receive the chicks.

RUSK POULTRY FARM

AND HATCHERY

WINDSOR, MISSOURI

An Institution Backed With Thirty-three Years Practical Poultry Experience

Win Two \$100.00 Extra Prizes for Promptness

RUSK'S DAY-OLD BABY CHICKS

BLOOD TESTED

BROODER TESTED

PREPAID PRICES

(SEE TERMS ON FRONT PAGE)

GRADE A DAY-OLD BABY CHICKS

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas, Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	\$7.90	\$38.75	\$75.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	8.40	41.25	80.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	9.40	46.25	90.00
Heavy Assorted.....	For Prices on these Chicks, see Special Offer on Page 4 of Sexed Chick Price List		
Light Assorted			

GRADE AA DAY-OLD BABY CHICKS

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas.....	\$ 9.40	\$46.25	\$ 90.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	9.90	48.75	95.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	10.40	51.75	100.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	11.40	56.75	110.00

GRADE AAA DAY-OLD BABY CHICKS

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas.....	\$12.40	\$61.25	\$120.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	12.90	63.75	125.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	13.40	66.25	130.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	14.40	71.25	140.00

**Rusk's Sexed Chicks, Day-Old—See Price List Enclosed for
Prices and Guarantee**

RUSK'S TWO WEEKS OLD STARTED CHICKS

BLOOD TESTED

BROODER TESTED

PREPAID PRICES

(SEE TERMS ON FRONT PAGE)

GRADE A TWO WEEKS OLD STARTED CHICKS

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas, Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	\$15.90	\$78.75	\$155.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	16.40	81.25	160.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	17.40	86.25	170.00
Heavy Assorted	15.25	75.00	149.00
Light Assorted	14.75	73.00	145.00

GRADE AA TWO WEEKS OLD STARTED CHICKS

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas	\$17.40	\$86.25	\$170.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	17.90	88.75	175.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	18.40	91.75	180.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	19.40	96.75	190.00

GRADE AAA TWO WEEKS OLD STARTED CHICKS

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas	\$20.40	\$101.25	\$200.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	20.90	103.75	205.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	21.40	106.25	210.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	22.40	111.25	220.00

**Rusk's Sexed Chicks, Two Weeks Old—See Price List Enclosed
for Prices and Guarantee**

Rusk's Guarantees

100% DELIVERY

We guarantee that we will deliver to you 100% alive the number of chicks you order. Should you fail to receive the correct number, have your carrier sign a statement as to the shortage and mail it to us within five days after receipt of the chicks. We will then replace all dead or missing chicks or will refund their value in money.

PRICE PROTECTION

If our prices increase after your order is booked it will be shipped at no increase in price to you. If our prices decline after your order is booked it will be shipped at the reduced price; the difference in price being refunded in cash or in

extra chicks, whichever you prefer. Our prices are based on actual production costs and will, at all times, be in line with legitimate competition.

SHIPPING DATE

We guarantee to ship your order on the acknowledged shipping date or stand a penalty of \$1.00 per hundred for each one hundred chicks ordered if for any reason other than

an act of providence, we are unable to ship the order as acknowledged.

LIVABILITY

We are so sure of the quality and livability of our chicks that we will replace them in accordance with the following plan, should any die within the first thirty days after you receive them.

WE WILL replace once, any chicks, either sexed or non-sexed, that die within the first thirty days after you receive them, at one-half the price you paid for them.

This guarantee protects you against loss from any cause other than improper care, feeding, brooding or accident. We believe that everyone is willing to stand his loss if he is at fault and that no one will make a claim if chicks have not been properly cared for. All claims under this plan must be accompanied by a properly signed statement and be filed within thirty-five days after receipt of chicks.

BABY CHICK GUARANTEE

We guarantee that Rusk's Reliable Chicks on which we quote in this Price List are produced in accordance with the 7-Point Rusk Method, described in our catalog, that they will come to you as hatched, they will average approximately 50% pullets and 50% cockerels. This is the basis upon which you have always ordered Rusk's Reliable Chicks in previous years. We guarantee that your order will be filled in strict ac-

cordance with all of the provisions of these guarantees and that you will receive exactly the breed, grade and sex you order.—You can always order from Rusk with complete confidence.

See our special price list enclosed for prices and guarantee on Rusk's Sexed Day-old and Two-week-old Chicks.

PURE BRED STOCK

We guarantee that all our chicks are hatched from eggs produced by flocks that have been carefully mated and blood-tested and are true to breed as set forth by the Standard of Perfection.

The above guarantees apply to our A, AA and AAA grade chicks.

On our Heavy and Light Assorted Chicks we guarantee 100% live delivery and price protection. Heavy and Light Assorted Chicks are not eligible for entry in our Chick Growing Contest.

NOTICE

We Guarantee that every chick we sell is hatched from eggs produced by flocks under the 7-Point Rusk Method described in our catalog.

Take Advantage of These Prepaid Prices

Send \$1.00 with your order, the balance to reach us 10 days before the acknowledged shipping date. This plan delivers your shipment to you prepaid. Nothing has to be added to these prices for shipping charges. These prices are your total cost under our Prepaid Plan.

RUSK POULTRY FARM

AND HATCHERY

WINDSOR, MISSOURI

Win Two \$100.00 Extra Cash Prizes for Promptness

\$2,250.00 CASH PRIZES \$2,250.00

Two Big Contests . . . Read Contest Rules Enclosed

PRICES

For Rusk's Reliable Sexed Chicks

Rusk's Sexed Chicks are Rusk's Reliable Chicks, produced by the 7-Point Rusk Method, that have been separated by the sexes at one-day or two weeks old.

By ordering Rusk's Sexed Chicks you can put your entire investment on chicks, feed and housing in the sex you prefer.

Rusk's Sexed Chicks are sold under all provisions of Rusk's Guarantees and in addition the following Sexed Chick Guarantee:

RUSK'S SEXED CHICK GUARANTEE

We guarantee that you will receive 90% pullets or 90% cockerels, whichever you order. This guarantee applies to day-old and two weeks old started chicks. We guarantee that Rusk's Sexed Chicks are sexed by the Japanese method, that no instruments are used and that no injury whatsoever is done to the chicks.

If you fail to receive 90% or more of the sex you order, we will on the receipt of a properly signed statement, return cash in full at the price you paid per chick for the number below 90% you failed to receive.

All Prices Quoted In This List Are Prepaid Prices

Under the terms of our Prepaid Plan explained above. Take advantage of our Prepaid Prices. They are your *total delivered cost*. There is nothing more for you to pay when you receive the chicks.

RUSK POULTRY FARM

AND HATCHERY

WINDSOR, MISSOURI

An Institution Backed With Thirty-three Years Practical Poultry Experience

WIN TWO \$100.00 EXTRA PRIZES FOR PROMPTNESS

PREPAID PRICES

Rusk's Grade A Day-Old Pullet Chicks

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Ancenas	\$16.80	\$84.00	\$167.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	15.80	79.00	157.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	16.80	84.00	167.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	19.80	99.00	197.00

Rusk's Grade AA Day-Old Pullet Chicks

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Ancenas	\$20.80	\$104.00	\$207.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	19.80	99.00	197.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	20.80	104.00	207.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	23.80	119.00	237.00

Rusk's Grade AAA Day-Old Pullet Chicks

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Ancenas	\$26.80	\$134.00	\$267.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	25.80	129.00	257.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	26.80	134.00	267.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	29.80	149.00	297.00

RUSK'S TWO WEEK OLD PULLET CHICKS

Add 8 Cents Per Chick to the Above Prices in Any Quantity for All Grades

RUSK'S SEXING SERVICE

If you prefer to order chicks as you always have in previous years, at the prices shown on the pink price list, we will separate the pullets from the cockerels for 2 cents per chick additional to the prices listed. Both the pullets and cockerels will be shipped to you in a special box plainly marked, showing the sexes.

FOR FULL GUARANTEES—SEE PAGE

PREPAID PRICES

Rusk's Grade A Day-Old Cockerel Chicks

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas	\$ 8.40	\$41.25	\$ 80.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	8.90	43.75	85.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	9.40	46.25	90.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	10.40	51.25	100.00

Rusk's Grade AA Day-Old Cockerel Chicks

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas	\$10.40	\$51.25	\$100.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	10.90	53.75	105.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	11.40	56.75	110.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	12.40	61.75	120.00

Rusk's Grade AAA Day-Old Cockerel Chicks

	100 Chicks	500 Chicks	1000 Chicks
S. C. White, Brown Leghorns—Anconas	\$26.80	\$134.00	\$267.00
Barred Rocks, S. C. R. I. Reds, White Wyandottes, White Rocks	25.80	129.00	257.00
S. L. Wyandottes, White Orpingtons, Buff Orpingtons, White Minorcas, Jersey Black Giants	26.80	134.00	267.00
Rusk's Big White Jersey Giants, Rusk's Golden Buff Minorcas	29.80	149.00	297.00

RUSK'S TWO WEEK OLD COCKEREL CHICKS

Add 8 Cents Per Chick to the Above Prices in Any Quantity for All Grades

Grade AAA and AA Cockerels For Breeding Stock

Take advantage of this opportunity to order day-old or two weeks old cockerels, in our Grade AAA or AA, for new foundation stock. See pages 8 and 9 of Rusk's Catalog for details of Rusk's Breeding Program. Carry this Breeding Program into your own flock by heading your flocks with cockerels from our two high grades.

4 OF PINK PRICE LIST ENCLOSED

SPECIAL OFFER

Surplus

SEXED CHICKS

Because of our large production of sexed chicks, we can offer you these unusually low prices on cockerels and pullets in the classifications shown below. These prices apply to day-old chicks in these classifications that have been separated by the sexes. Remember, they are genuine Rusk's Reliable Chicks produced by the 7-Point Rusk Method.

100% LIVE ARRIVAL GUARANTEED

We guarantee only 100% live arrival of the Sexed Chicks in this Special Offer. We reserve the right to withdraw this offer at any time and to refund your money.

	100	500	1000
Assorted Light Breed Cockerels	\$ 5.00	\$24.50	\$ 47.50
Assorted Heavy Breed Cockerels	\$ 6.00	\$29.50	\$ 57.50
Assorted All Breed Cockerels	\$ 4.50	\$22.00	\$ 42.50
Assorted All Breed Pullets	\$12.50	\$62.00	\$122.50

Take Advantage of These Special Prices

Here's a splendid opportunity for you to order sexed chicks that will enable you to concentrate your production on eggs or meat. The best part of it is that you can do this at the low original cost represented by these prices. This year decide to invest in Rusk's Reliable Chicks in both the breed and the sex you prefer. They have demonstrated their ability to earn handsome dividends for thousands of successful poultry raisers.

TERMS

PREPAID PLAN—Send \$1.00 deposit with any size order; balance to reach us 10 days before acknowledged shipping date, we to prepay all shipping charges on day-old and started chicks. These terms also apply to Rusk's baby chicks. See baby chick price list enclosed.

C. O. D. PLAN—Send one cent per chick with your order; balance due plus shipping charges which you are to pay C. O. D. These terms also apply to Rusk's sexed chicks.

NOTICE—If you desire two weeks old chicks add 6 cents per chick to the above prices. On orders for less than 100 day-old or two weeks old chicks, add 2 cents per chick to the prices quoted in this price list.

All started chicks must be shipped by Express. Please state your nearest Express Office.

*Rusk's Assorted Sexed Chicks are not eligible for entry in
Rusk's 1935 Chick Growing Contest*



CASH PRIZES

2 Big Contests

Here is the complete information and contest rules on two big contests offered this year by Rusk Poultry Farm and Hatchery. The great interest in our 1934 Chick Growing Contest and the many requests we have had to repeat it again this year have caused us to again give our customers the opportunity to compete in our \$1250.00 Cash Prize Chick Growing

Contest. See our catalog for the names of the 1934 Prize Winners.

In addition, we are offering a new \$1000.00 Cash Prize Letter Writing Contest.

Read this folder carefully for the rules on both big contests.

\$1,000.00 Cash in Prizes

Another Dandy Contest Open to Those Who Read Our Catalog and Write Us a Letter About It

Our catalog tells you the complete story of how we produce Rusk's Reliable Chicks. It gives you the reasons why we believe Rusk's Reliable Chicks will produce greater profits for you. We are confident that if you will carefully read our catalog that you will be convinced that Rusk's Reliable Chicks offer you greater opportunity for poultry profits.

After reading our catalog, then write us the best, most sincere letter on "Why Rusk's Catalog Shows Greater Evidence of Possible Baby Chick Profits for Me Than Any Other I Have Seen." The best letter chosen will receive the \$250 CASH PRIZE. And—besides a promptness prize of \$100.00 in cash, provided your letter is received within 20 days of the date we mailed you our catalog.

HOW TO WRITE YOUR LETTER

It's simple as can be. All you have to do is read the catalog carefully. Be particularly sure to read everything we say about Rusk's Breeding Program—that's important in telling you why Rusk Chicks should make you more profit. Be sure to read about Rusk's Sexed Chicks, Rusk's Started Chicks, Rusk's Buff Minorcas and Jersey White Giants. Your letter could very well dwell on these points, because these are the

features that should be very important in helping you make a better profit with Rusk's Chicks. Then write your letter, writing on one side of the paper only, making the letter as long or short as you desire. If your letter is more sincere and shows best that you have studied and learned the profit possibilities of Rusk's Chicks, the \$250.00 cash prize is YOURS!

\$100 EXTRA FOR PROMPTNESS

To make sure that you will sit down and read our catalog right away, and not put it down to read later, we offer an extra \$100.00 in CASH to the FIRST PRIZE WINNER for sending the letter so we get it no later than 20 days from date we mail the catalog. That's worth while winning—\$100 extra!

You might as well get that extra \$100.00. It certainly would be disappointing to win the \$250.00 cash prize, and then fail to win the extra \$100, so be prompt—send your letter right away. And if you win the \$250.00 in cash, another \$100 will be added to your prize, making a total of \$350.00!

PROMPTNESS PRIZE COUPON

TEAR HERE

IMPORTANT NOTICE—To be eligible for the Promptness Prize of \$100.00 in the Letter Writing Contest, your letter must be mailed not later than midnight

This Promptness Prize Coupon must be returned to us with your contest letter.

FEB 10

1935

No Other Contest Like This to the Best of Our Knowledge!

Read What Rusk Offers You!

In order that you may not become confused, since there are so many opportunities for you to win prizes when you write to Rusk, we will make a short explanation here.

This contest—the one we have described on the first page of this folder—is for all who answer our advertisements, as well as old friends and customers.

Anyone who reads our catalog and then writes the best letter in answer to the question, "Why Rusk's catalog shows greater evidence of possible baby chick profits for me than any other I have seen," will win the \$250.00 Cash Prize, and if on time, will receive an extra \$100.00 in cash—\$350.00 in all.

Then, if that person should buy some chicks from Rusk during the spring of 1935, and before the last day of the Chick Growing Contest—which is a separate contest altogether—that person will have a dandy opportunity to win the \$350.00 cash prize offered in that contest, or one of the 106 other cash prizes. Rusk customers are also eligible to enter cash prize contests conducted by Poultry Tribune and American Poultry Journal—these being separate contests conducted by those two magazines—and having nothing to do with Rusk's own contests for those who enter our letter and chick growing contests.

READ CAREFULLY—THEN FOLLOW THESE SIMPLE CONTEST RULES

for the letter writing contest. Don't fail to get into this contest. You have a dandy opportunity to win whether you think so or not. Don't count yourself out before you try. Remember—many people have said certain things are "im-

possible," and then someone, modest and quiet, goes ahead and does those "impossible things." People who little dream of being winners are often the happy winners of large and very useful cash prizes in contests of all kinds.

THE RULES:

1. No employee (or member of employee's family) of Rusk is eligible to enter this contest.

2. First prize will be awarded to any entrant whose letter is chosen by the judges as the best letter on the following subject: "Why Rusk's Catalog Shows Greater Evidence of Possible Baby Chick Profits for Me Than Any Other I Have Seen."

3. In case of ties for first, or any other prize, duplicate prizes will be awarded.

4. All letters in this contest must be mailed no later than midnight May 15th, 1935. Notice of the results of the contest with winners will be mailed to all contestants as close as possible to October 15th, 1935. Contestants who do not receive such notice about that time should send self-addressed, stamped envelope and lists of winners will be mailed.

5. All letters should be written using one side of the sheet only. Letters will not be judged as to neatness, but rather as to sincerity and as to whether the letter shows that the contestant has studied and learned the profit possibilities of Rusk's Chicks by reading the catalog carefully.

6. All letters submitted become the property of Rusk, and none will be returned. Rusk retains all rights thereto, including advertising rights.

7. Three judges of responsible and disinterested parties of good standing will act as final judges. In case it is obvious

\$1000.00 PRIZE LIST

1st Prize **\$250.00** Cash

(\$100 extra to the winner, if the winner is prompt and mails his or her letter to us within 20 days of the date on which the catalog was sent.)

2nd Prize **\$100** in Cash

3rd Prize **\$ 50** in Cash

4th Prize **\$ 25** in Cash

Then five (5) **\$10** prizes for the five next best letters, and finally eighty-five (85) **\$5** prizes in cash for the next 85 best letters.

that any two or more contestants have copied their letters from each other, or that any other unfair advantage is being taken, Rusk, for the protection of all other contestants, reserves the right to drop such letters from the contest. The judges will be asked to see that the rules have been adhered to by all contestants. The decision of the judges on any point will be final. Every contestant agrees to abide by the rules and by the decisions of the judges.

8. Do not ask for any concessions not permitted by the rules. Do not write to ask for information until you have studied this circular and these

rules carefully. We shall be glad to answer any questions we can, and if any question you have asked is answered by any information given in this circular—to save time—we will make a circle around that information and send it back to you, instead of writing a letter. Our correspondence is heavy, and we must save all possible time in our busy season, which is from January until July. So please accept this method of handling as our most courteous desire to give you the most efficient attention possible.

9. Prizes will be distributed as soon as possible. A reasonable time, of course, must be allowed to the judges, in which they are to go over each entry carefully and decide the winners. As this takes time, to be sure of fairness, we may later ask for a few days extra time. No time will be lost in sending the prizes, however, once the winners have been selected.

RUSK'S 1935 CHICK GROWING CONTEST

\$1250⁰⁰ Cash Prizes!

JUST FOR RUSK CUSTOMERS!

This contest is sponsored only by Rusk and is only for Rusk Customers. You do not compete with the customers of any other firm in this contest. Only the small and contented Rusk Family of Customers will be permitted to enter this contest.

What an Opportunity!

Some folks have to work for years to save \$450.00. Others never get that much money laid by. But no matter how much money you have, \$450.00 is a lot of extra money to have given to you and it's worth while getting. Don't think you can't win. Thousands of dollars have been won by folks without previous experience or special education, just simply because they tried and happened to do the right thing! They were just as much surprised to win the big cash awards they received as you will be should you receive a telegram from us telling you that you are the winner! But they tried! You never win anything by not trying. And this is one case where it doesn't cost you a penny more to try than you were going to spend anyway. What an opportunity! Such an opportunity seldom comes very often in anyone's lifetime. You have a dandy chance to win that money, so make up your mind right now to go after and get it!

The Main Thing to Do Right Now Is to Be Prompt!

It would surely be a keen disappointment to win the \$350.00 cash prize, but lose out on the \$100.00, which you might have had just by being on time. Better to be on time and say, "I'm glad," than to be late and say, "I'm sorry!" For your own sake, pick up the catalog right now, make out your order on the order blank and send it to us quickly. You'll have plenty of time to go about winning the \$350.00 cash prize, but you must be prompt to win the extra \$100.00. So attend to this today. Good luck to you and may you be the winner!

NOTICE You are also entered free by Rusk in Poultry Tribune's Chick Growing Contest and in the American Poultry Journal's Chick Growing Contest. As soon as your order is received you will hear from Poultry Tribune and the American Poultry Journal. This makes it possible for you to win THREE big cash prizes.

HERE IS THE PRIZE LIST

First Prize	\$350.00 in Cash
Promptness Prize	\$100.00 Extra
Second Prize	\$100.00 in Cash
Third Prize	\$ 50.00 in Cash
Fourth Prize	\$ 30.00 in Cash

AND

22 Prizes, Each	\$ 10.00 in Cash
80 Prizes, Each	\$ 5.00 in Cash

107 CASH PRIZES

Instructions and Contest Regulations

1. No employee (or member of employee's family) of Rusk's is eligible to enter this contest.

2. Only customers of Rusk's purchasing straight breed chicks are eligible to enter. No odds and ends, heavy or light assorted chicks may be entered. Only customers purchasing day-old chicks may enter their chicks.

3. Records to keep will be sent to each contestant. Records will be simple and must be kept in accordance with easy instructions furnished. Records must be witnessed by a responsible

party, such as postmaster, rural route carrier, customer's pastor, local Vocational Teacher, or customer's feed dealer.

4. Customer's record must be mailed not later than two weeks following the date the chicks are 10 weeks old.

5. Customers receiving chicks up until June 30, 1935, may enter contest. Chicks received after that date may not be entered.

6. First prize will be awarded to customer who has raised highest percentage of chicks, and whose chicks have shown a greater percentage of increase in weight in pounds, ounces and half ounces compared with number actually received than any other customer's. This will all be figured out by the judges. The customer will not have to bother with percentage figures.

7. In case of ties for first or any other prize, the winner of the tie will be decided by awarding the prize to the person whose feed cost per ounce, in proportion to market value per ounce, is the lowest of those tied. Quotations will be taken as of the local market at ten weeks wherever each contestant may be located.

8. In case of ties after test described in number 7 has been made, duplicate prizes will then be awarded.

9. If there should be any ties, prizes will be awarded according to standing of contestants after ties have been eliminated.

10. Notice of the results of the contest, with winners, will be mailed to all contestants about the 15th of October, 1935. Contestants who do not receive such notice around that time should send self-addressed, stamped envelope and lists of winners will be mailed.

11. All records submitted will become the property of Rusk's and none will be returned. Rusk retains all rights thereto, including advertising rights. Winners agree to permit their success to be featured in advertising and literature.

12. Three judges, all responsible and disinterested parties of good standing, will act as final judges. Rusk reserves the right to require affidavits from all contestants regarding their reports. In case it is obvious that any contestant is taking an unfair advantage, Rusk, for the protection of all other contestants, reserves the right to drop that party's entry from the contest. The judges will be asked to see that the rules have been adhered to by all contestants. The decision of the judges on any point will be final. Every contestant agrees to abide by the decisions of the judges. Every contestant agrees to abide by the rules.

13. Do not ask for any concessions not permitted by the rules. Do not write to ask for information until you have studied these rules carefully. We will be glad to answer any questions we can, and if any question you have asked is answered by any information given in this circular, to save time, we will make a circle around that information and send back to you, instead of writing a letter. Our correspondence is heavy, and we must save all possible time in our busy season, which is from January until July, so please accept this method of handling as our most courteous desire to give you the most efficient attention possible.

14. Prizes will be distributed as soon as possible. A reasonable time, of course, must be allowed to the judges, in which they are to go over each entry carefully, and prepare the necessary percentages. As this takes time, to be sure of accuracy, we may later ask for a few days' extra time. No time will be lost in sending the prizes, once the winners have been selected.

15. Prize list is as follows: First prize \$350.00 in cash. \$100 extra to the winner if the winner is prompt and gets his or her order in on time. Second prize \$100.00 in cash. Third prize \$50.00 in cash. Fourth prize \$30.00 in cash. In addition, for the next best 22 records there will be awarded 22 prizes to the winners of those records of \$10.00 in cash. And there will be 80 prizes of \$5.00 each in cash awarded to the winners of the next best 80 records.

WIN \$350⁰⁰ IN CASH!!

Just think! You are going to raise chicks anyway this year, and if you do as we tell you, you may win \$350.00, or if you are prompt, \$450.00, while raising your chicks! Read every word of this sensational announcement and then act immediately. This is a wonderful opportunity! Think of the things you can do with \$450.00! Clothing for yourself and family, travel, luxuries you have always wanted. With \$450.00 many a man or woman has bought and started a little business and started on the road to independence. \$450.00 could buy you some fine equipment for the farm. It could pay for so many things that you have dreamed about and hoped for. *And to think that you may have this money simply by doing an easy task just a little better!* Yes, it is actually true. Read and you will see for yourself.

Why We Give These Prizes

Instead of spending a fortune for advertising Rusk's Chicks, we have decided to use the money for a *good will* prize contest among our customers. We feel that you will do so well that you will tell your friends and neighbors, and after all, that is the best kind of advertising *any one* can have. We are really doing the best thing for our own interests, we believe, because by spurring you on to take better care of your chicks, by giving you a prize to win, we induce you to give your chicks more attention, and they *will* do better as a result. Well, if you get better results with your chicks, you will want more of Rusk's Chicks, so in the end, you benefit and we benefit, too. So, you see, we have a selfish reason for wanting you to succeed and win!

Just 3 Things to Do!

Frankly, we are afraid we have made it too easy, but we do not want to make it too much bother for you to try for one of the dandy cash prizes offered. So, here is all that you have to do:

1. Place your order for Rusk's Chicks. When they arrive at your postoffice, be right there and weigh them in the presence of your postmaster. Write down on the record form, which we will furnish you, the date and the weight in pounds, ounces and half ounces of the box of chicks. Also the number of chicks. Have the postmaster sign his name as a witness. If you do not get your chicks at the postoffice, have some reliable party, such as your county agent, or the local Vocational Instructor, or your Pastor, or your feed dealer, sign as a witness to the weight of your chicks.

2. Then go ahead and raise your chicks. We will furnish you a simple record form to help you, give you any advice you need, and help you in every way possible.

3. When your chicks are ten weeks old, have them weighed again. Have the weight and date witnessed in the same way as the first time. Write the weight in pounds, ounces, and half ounces, and the date on your record, together with the total number of chicks you have raised to ten weeks of age. That's all—then be sure to send the records mentioned in number 1 and 2 to us immediately.

Do this and if your percentage of chicks raised, plus percentage of gain in weight compared to number of chicks started with, is better than anyone else's, *you win the \$350.00 cash prize*, and if your order was sent promptly in the first place, *you get an extra \$100 in cash, making \$450.00 in cash that you will win!*

\$100.00 EXTRA FOR PROMPTNESS

You Are Fully Protected by Rusk's Guaranteed Prices!

You have plenty of time in which to raise your chicks and make the simple records asked for, but in order to win the \$100 extra the winner has to be on time.

We have to know a long time ahead how many eggs to put into our incubators, so as to have the chicks ready to ship to our customers on the date the chicks are wanted. Many folks wait until the last minute to order their chicks, and we either have to disappoint them, or ask them to take a later shipping date.

You can order your chicks for any date you wish, and be sure of getting them just that date, if we tell you so, but to win the \$100 Extra Cash Prize, the winner's order must be sent *promptly*.

Now do not think that it is going to cost you a single penny more to order your chicks immediately instead of waiting. Please read our guarantees and price list and you will see that if our prices are lower at the time the chicks are to be shipped than they are right now, we will charge you only the lower price. Therefore, you are entirely safe in ordering right now. Your chicks *cannot* cost you a single red cent more than they should!

What to Do Now

Read the Rusk Catalog which has been sent to you. Read it carefully. Decide how many chicks you want. What breed you want. Then fill in the order blank, and mail with your deposit to us this very same day. Do it today so you won't forget. Your order *must* reach us on time—otherwise, in winning, you will only win \$350.00 instead of \$450.00 in cash. \$100.00 is a lot of money, and it's too much to lose out on by neglecting to do such a simple thing as sending in your order immediately, when you intend to take care of it anyway. \$100.00 is good pay for being prompt, and this is one time that promptness is going to pay someone! *Win this \$100.00 extra in addition to the \$350.00 cash prize. It's worth trying for! Turn to the other side of this sheet and read all about this wonderful opportunity!*

IMPORTANT NOTICE

To be eligible for the Promptness Prize of \$100.00 your order must reach us by not later than **FEB 10** 1935.

Rusk's White Jersey Giants



Postage
Will be Paid
by
Addressee

No
Postage Stamp
Necessary
if Mailed in
United States

BUSINESS REPLY ENVELOPE

FIRST CLASS PERMIT NO. 2, SEC. 510 P. L. & R., WINDSOR, MO.

Rusk Poultry Farm
and Hatchery

Windsor,

Missouri

The Largest White Chicken That Grows

Rusk's White Jersey Giants foundation stock trap-nested 365 days in the year with 1934 trap-nest records up to 230 eggs.

Rusk's White Jersey Giants lay up to 30 ounce per dozen eggs.

Rusk's White Jersey Giants foundation stock never beaten in the show ring.

Rusk's White Jersey Giants make 15 to 16 pound capons that outsell turkeys for profits.

Rusk's White Jersey Giants will make broilers at eight to ten weeks.

Rusk's White Jersey Giants offer you an unusual opportunity for "Giant" profits from premium meat and egg sales.

See Pages 29 to 33 for Complete Information About the Earning Power of This Great Breed That is Sweeping the Country in Popularity.

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Why W

Instead of spending money we have decided to give you among our customers. You will tell your friends the best kind of a thing doing the best thing by spurring you on to you a prize to win attention, and they better results with Chicks, so in the end see, we have a selfish

Just

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\$100.00 EXTRA FOR PROMPTNESS

You Are Fully Protected by Rusk's Guaranteed Prices!

You have plenty of time in which to raise your chicks and make the simple records asked for, but in order to win the \$100 extra the winner has to be prompt.

WHAT TO DO NOW

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The Largest White Chicken That Grows

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Originators of

RUSK'S SINGLE COMB
GOLDEN BUFF MINORCAS

RUSK'S
WHITE JERSEY GIANTS

